26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION APRIL 15, 1957 35¢ PER COPY

IN THIS ISSUE: COMPLETE INDEX PAGE 10

Weaver's plan: Custom-made for top markets Page 31
Eastman heads newly-autonomous ABC Page 39
RCA-NBC answers antitrust charges Page 52
Focus on Chicago: The NARTB Convention Page 82

Weaver unveils plans

New deal for ABC Radio

The NARTB Convention

Stop Projecting!

Now buy the whole Richmond TV Area by Surveyed Facts!

Until now a timebuyer had to figure rating points for the Richmond, Va., market by projecting the known metropolitan figures to the unknown Grade B area.

Now you can have the *facts*—the *full* facts—about the *entire area* when you buy Richmond. And when you have them, you'll buy WXEX-TV every time.

In conjunction with its regular February survey of metropolitan Richmond, ARB conducted a special 35-county Grade B area survey. Both surveys were made the same week. Both used the same ARB supervised-diary technique. Here's what the special area survey proved—*conclusively:*

- **WXEX-TV leads any other Richmond station in total area rating points by 33⅓%.**
- **WXEX-TV leads any other Richmond station in more quarter hours by 33⅓%.**
- **WXEX-TV leads any other Richmond station in total share of audience.**

Don't make another buy until you have seen this area study. For your copy, call Select, Forjoe or WXEX-TV. It will open your eyes.

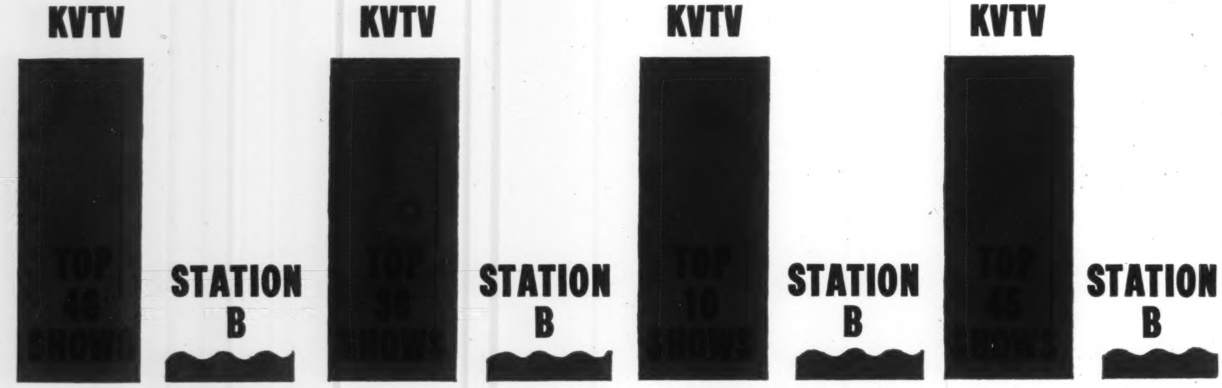
WXEX-TV

Tom Tinsley, President **NBC BASIC—CHANNEL 8** Irvin G. Abeloff, Vice Pres.

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

Sioux City, Iowa Feb. '57 Pulse Proves:

There's No Contest in Sioux City Television



ALL SHOWS

All of the top 46 programs on KVTV —53 of the top 55

NETWORK

All of the top 38 network Programs on KVTV

SYNDICATED

All of the top 10 Syndicated film programs on KVTV

LOCAL LIVE

All of the top 45 local live programs on KVTV

79% More Audience -- and look at these quarter-hour wins --

	KVTV	STATION B
All Time Periods	395	57
6:00 P.M. to Sign-Off	118	0
Sat. - 9:00 A.M. to Sign-Off	60	0
Sun. - 10:30 A.M. to Sign-Off	52	2

DOMINANT

7 Days a Week - Day and Night

Consistent ratings like these don't just happen—something makes them happen. It's that indefinable talent that makes a television station stand head-and-shoulders above competition. *Your Katz Man can give you the facts.*

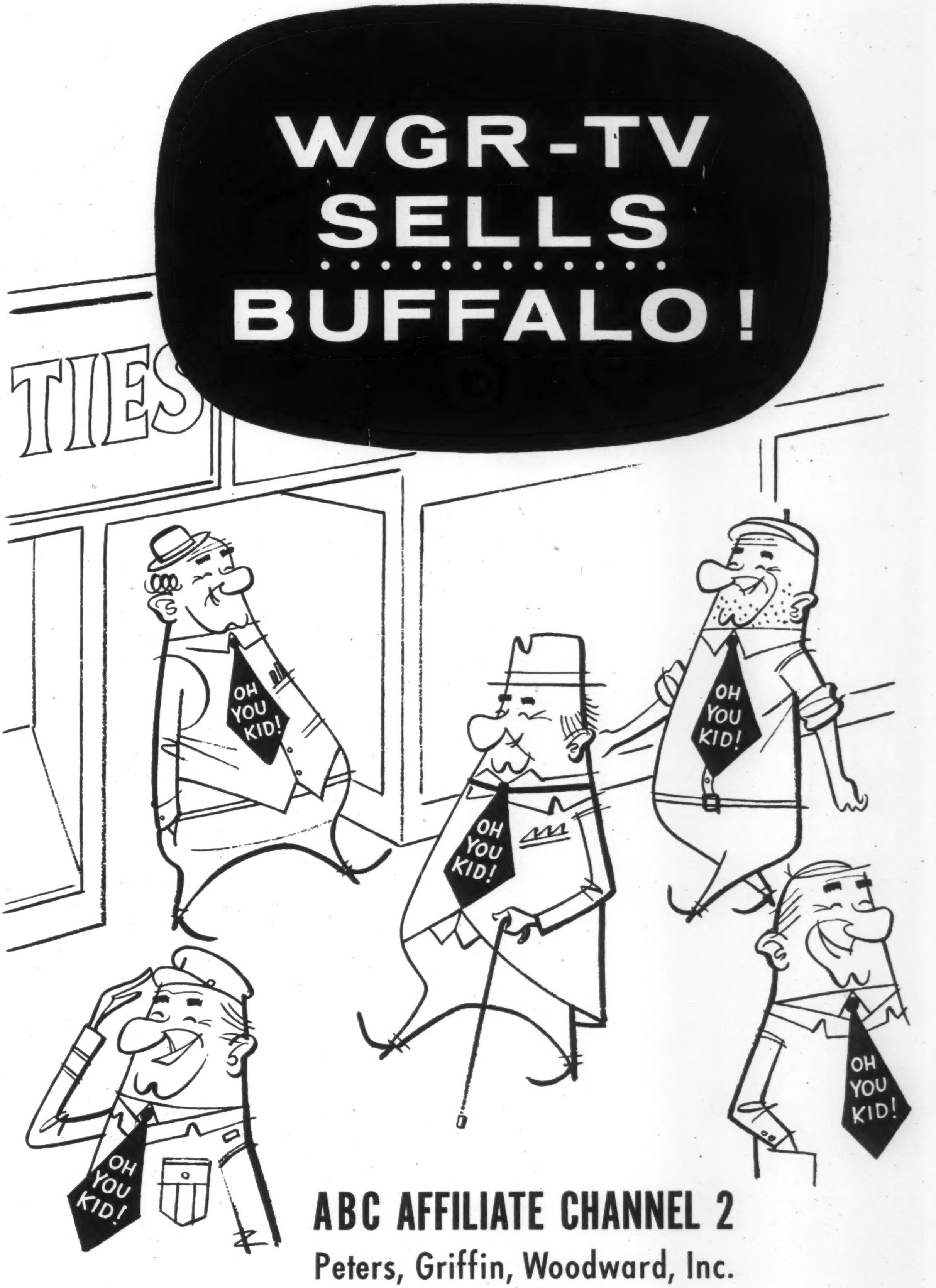
KVTV

Channel 9

SIOUX CITY, IOWA

CBS-ABC—A Cowles station. Under the same management as WNAX-570 Yankton, So. Dakota. Don D. Sullivan, Gen. Mgr.

P
D


WGR-TV
SELLS
BUFFALO!
TIES
OH YOU KID!
OH YOU KID!
OH YOU KID!
OH YOU KID!
OH YOU KID!

ABC AFFILIATE CHANNEL 2

Peters, Griffin, Woodward, Inc.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

STEINMAN STATIONS

welcome

WRAK

AM·FM
WILLIAMSPORT
PA.

NBC

WGAL-TV
Lancaster • York
Harrisburg, Pa.

WLEV-TV
Allentown • Bethlehem
Easton, Pa.

WDEL·AM-FM
Wilmington, Del.

WGAL·AM-FM
Lancaster, Pa.

WKBO
Harrisburg, Pa.

WORK
York, Pa.

WRAW
Reading, Pa.

WEST·AM-FM
Easton, Pa.

WRAK·AM-FM
Williamsport, Pa.

The "Dedication to Public Service" that typifies all Steinman Stations will be evidenced in the operation of WRAK.

STEINMAN STATIONS
Clair McCollough, Gen. Mgr.

Representative:
The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

closed circuit®

MOVING DAY? "For sale" sign went up last week on house at 5205 Falmouth Road, in Westmoreland Hills area of Washington, D. C., and real estate agency whose sign it was told inquirer that house would be available for purchaser's occupancy July 1. Present owner: George C. McConnaughey, chairman of FCC.

B•T

ASKED why he put his house on market, Mr. McConnaughey told B•T he and wife had eye on larger property—also in Washington—which they were thinking of buying if they could sell present quarters. He said there was no connection between expiration date of his term at FCC (June 30) and July 1 occupancy date he had set for purchaser.

B•T

BULL MARKET • Spot radio volume so far this year is running well ahead of last year's records (biggest in history). Station representatives informally talk about gains ranging from 25% to as much as 100%—though average is believed to be less. If general economy suffers no relapse, 1957 seems destined to be spot whopper.

B•T

THOSE free plugs that airlines get for transporting contestants and other principals to and from network shows—eyesores to many broadcasters as well as viewers—will soon be missing from CBS-TV channels. Network has decided, with some prodding from affiliates, to eliminate big visual plug for airlines and substitute more sedate acknowledgment in "credit crawl" instead.

B•T

NBC-TV PROSPECTS • Warner-Lambert Pharmaceutical, New York, understood to be prepared to spend $5 million on NBC-TV evening buys. One of shows will be *Tic Tac Dough,* which is expected to be moved from daytime to Thursday 7:30-8 p.m. Other is *Restless Gun* with John Payne, Mondays, 8-9 p.m. Sullivan, Stauffer, Colwell & Bayles, New York, is agency.

B•T

GENERAL FOODS, New York, through Young & Rubicam, planning to plunge additional $1.5 million in daytime television on NBC-TV, with participations on such shows as Truth or Consequences *and five o'clock comedy strip on same network. In addition, advertiser plans to increase some of its daytime buys on CBS-TV.*

B•T

VIDEOTOWN REVISITED • Ever since Cunningham & Walsh, New York, found plateau in tv viewing apparent at Videotown last fall, agency had considered dropping annual survey. C & W, however, now has decided to go ahead with its 10th Videotown (New Brunswick, N. J.) study. Canvassing will begin in June and report will be issued in fall. Survey once again will trace color development closely. (C&W Vice President-Director of Research Gerald W. Tasker has predicted color tv will blossom as major advertising medium in 1958-59.)

B•T

VIDICON tube developments confidentially discussed by engineers touring exhibit hall at NARTB convention last week indicate that new, improved vidicons are on way, may reach commercial development within year. Two plusses seen coming for tv's little workhorse: Increased sensitivity, approaching some say that of image orthicon; and miniaturization, a half-inch vidicon tube (compared to present tube's one-inch diameter).

B•T

MUSTN'T TOUCH • Chief reason NBC-TV and CBS-TV are not directly represented on new all-industry committee to negotiate new music license agreements with ASCAP reportedly is fear of their attorneys that antitrust questions might be raised if they took hand in negotiating station as well as network agreements. So networks will negotiate separately, as four years ago. ABC-TV, however, does have direct representation on interim (and presumably will have on permanent) negotiating committee, and CBS-TV and NBC-TV are represented indirectly through head of one owned-and-operated station in each case (see story page 100).

B•T

NEWEST wrinkle in toll tv—not ascribed to any particular manufacturer—is all-channel color tv set, with built-in unscrambling device which would be rented or sold to customer on instalment basis. Members of FCC, it's understood, informally have been told about innovation in constantly mounting campaign for authorization of experimentation.

B•T

WDAF NEGOTIATIONS • Conversations looking toward probable sale of WDAF-AM-TV by Kansas City Star Co. continue this week or next in New York. Roy Roberts, president of company, will be in New York in advance of American Newspaper Publishers Assn. convention April 22-25. More than dozen important entities—most of them in combination newspaper-broadcast field—are interested in acquisition of pioneer properties. Indicated price "in excess of $10 million" [B•T exclusive last issue] is being talked. While no figures have been released, it's understood properties last year netted about $1 million before taxes; about $500,000 after taxes.

LAST WEEK H. Dean Fitzer, managing director of WDAF-AM-TV, and, like other executives in cooperatively-owned Star Co., member of its board of directors, conferred in Kansas City with number of broadcasters interested in looking over properties. He was authorized fortnight earlier, it is reported, to actively investigate prospects of selling stations, regarded as among most desirable in Middlewest. Mr. Roberts last Tuesday stated that while several offers had been made, none had been accepted, and that there had been no decision in price and certainly no final decision to sell.

B•T

STUMBLING BLOCK? • Possible delay in closing of $1.5 million KOB-AM-TV Albuquerque deal by Time Inc. with Stanley Hubbard's KSTP Inc., arose last week, presumably because of decision of ABC to oppose continued operation of KOB-AM property on its I-A 770 kc clear channel which has been in litigation for nearly two decades. Mr. Hubbard's agreement with Time Inc. provides that am facility shall be equivalent of I-B status with 50 kw day and 25 kw night.

B•T

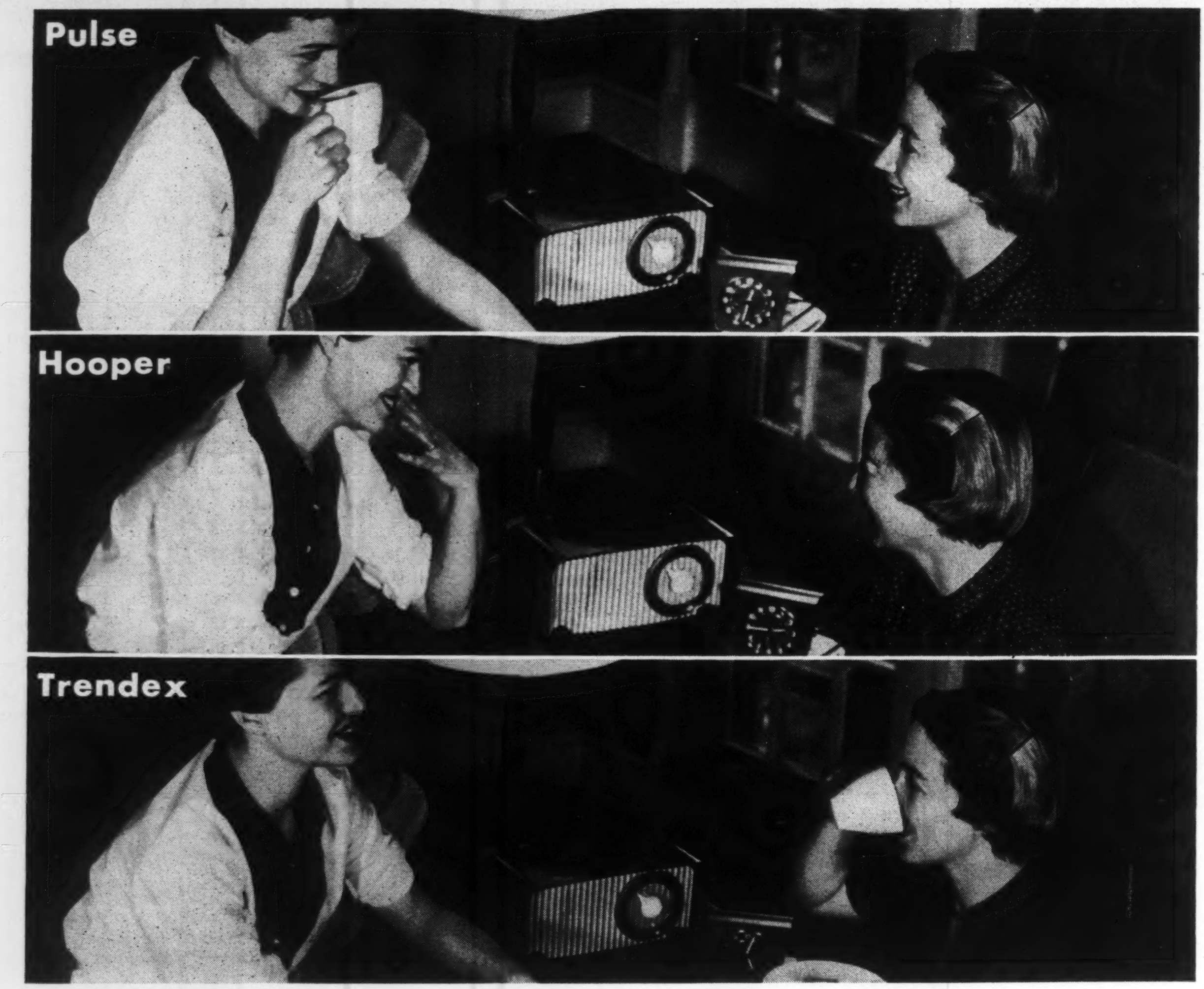
LOOK for Newsweek *to follow in footsteps of competitor Time Inc. Understood publication, controlled by Vanderbilt-Harriman, is now in preliminary negotiations for important West Coast combination radio and tv property.*

B•T

MUTUAL & NEWS • In first move aimed at beefing up its news operations stemming from new emphasis on music and news (story page 40), Mutual understood to have hired Steve McCormick, White House correspondent who recently has been associated with Theodore Granik on *Youth Wants to Know* and *American Forum of The Air.* Mr. McCormick, who will become Washington newscaster, is said to be first of several newsmen who will join MBS staff, with network conducting negotiations with several top name newsmen from other networks.

B•T

RADIO NETWORKS aren't to be outdone by other segments in cashing in on resurgent interest in aural medium. ABC's action last week in setting up autonomous division under Robert Eastman (story page 39) promises renewed competitive era. Coupled with Mutual's new format, NBC's recent "Hot-Line" innovation and CBS' new pricing policies, it all means network powers don't intend to be left behind. Detractors will say networks are grasping at straws; new money going into medium testifies otherwise.



They all agree

WDGY *is the Twin Cities' most listened-to station . . . every afternoon, Saturdays included*

That's what the latest Pulse says. That's what the latest Hooper says. That's what the latest Trendex says. In fact, Trendex places WDGY first in the morning, afternoon and all-day.

Plenty of local and national advertisers are expressing their agreement, too.

Pulse gives WDGY an average rating of 6.0 (7 a.m.-7 p.m. Mon.-Fri.). Whatever report you like best, you can use it to buy prime availabilities in WDGY's many first-place segments through the day.

Let **Blair** bring you up to date on what Storz Station programming has done to Twin Cities' radio listening. Or, talk over the new figures (and what they mean) with WDGY General Manager **Steve Labunski.**

WDGY
50,000 watts
MINNEAPOLIS-ST. PAUL

The Storz Stations
Today's Radio for Today's Selling

TODD STORZ
President

WDGY	**WHB**	**WQAM**	**KOWH**	**WTIX**
Minneapolis-St. Paul	Kansas City	Miami	Omaha	New Orleans

Represented by John Blair & Co. (WDGY, WHB, WQAM)

Represented by Adam Young Inc. (KOWH, WTIX)

at deadline

FTC Prodded by Sen. Magnuson To Push Commercial Monitoring

SEN. Warren G. Magnuson (D-Wash.) Friday told Federal Trade Commission to intensify monitoring of radio-tv commercials. He issued request to FTC Chairman John W. Gwynn in session of Senate Appropriations Subcommittee on Independent Offices, of which Sen. Magnuson is chairman.

Mr. Magnuson reminded Mr. Gwynn that Congress last year appropriated special fund for FTC monitoring. "I want to see this program speeded up, and I want to see some results from your investigations," Sen. Magnuson said.

Sen. Charles R. Potter (R-Mich.) criticized advertising of one company for sale without doctor's prescription of drug purporting to be tranquilizer. Sen. Potter said it was only bromide and advertising was misleading.

Mr. Gwynn said monitoring was proceeding full-scale and that FTC would make full report on its success to Congress in early summer.

Survey of Retailers' Tv Use To Be Launched by NRDGA

SALES promotion division of the National Retail Dry Goods Assn. is launching detailed survey of use of tv advertising by retail stores, Edward F. Engle, manager of division, will announce tomorrow (Tuesday).

This is first survey of use of television by retailers since 1949, Mr. Engle notes and many changes have since taken place. "We know that both the television stations and retail stores have gained considerable experience and know-how since the early trial-and-error days of tv advertising. We feel that a new study of the potentials and pitfalls of this medium would be a valuable contribution to both the retail stores and the tv industry," he said. Survey covers such subjects as: current use of tv by retail stores, type of programs used, stores' previous use of tv, method of preparing or sponsoring commercials, objectives and sales results of retail tv advertising, method of budgeting advertising for tv, stores' future plans for use of tv and other information.

USIA Funds Slashed by 26%

HOUSE Appropriations Committee has slashed United States Information Agency 1958 appropriation by 26%, but cautioned that Voice of America overseas broadcasts were not to be cut. House bill for USIA is $106.1 million, a cut of $37.9 million from President's recommended budget and almost $7 million less than last year's appropriation. Entire $3,785,000 requested for Justice Dept.'s antitrust division was voted.

UPCOMING

April 22: United Press Broadcasters of Conn., Hotel Statler, Hartford.
April 22: Connecticut Broadcasters Assn., Hartford, Conn.
April 22-26: American Film Assembly, Statler Hotel, New York.

For other Upcomings see page 132

Bernard Joins KTVI (TV), St. Louis V Starting Today

J. J. BERNARD has resigned as vice president and general manager of WGR-AM-TV Buffalo to become vice president, general manager and member of board of KTVI (TV) St. Louis which today (Monday) begins telecasting on ch. 2. KTVI was assigned vhf channel in deintermixture proceeding after operating on ch. 36.

Mr. Bernard assumed new duties Friday, day after he was elected to NARTB Television Board (see story page 84).

In Buffalo, George Goodyear, president of WGR Corp., said he would temporarily assume active management of WGR-AM-TV pending appointment of successor to Mr. Bernard.

Mr. Bernard announced appointment of John I. Hyatt, formerly of D'Arcy Adv. Agency, as national and local sales manager of KTVI effective immediately.

Godfrey Wednesday Show Becomes Third CBS-TV Favorite Dropped

LONG-EXPECTED demise of *Arthur Godfrey Show* (Wednesday, 8-9 p.m. EST), effective with June 26 telecast, being announced over weekend by Mr. Godfrey and CBS-TV. Program joins *I Love Lucy* and Jackie Gleason's show as perennial favorites losing slots on CBS-TV [AT DEADLINE, April 8]. Sponsors of *Godfrey Show*: Bristol-Myers Co. (Ban, Vitalis, Ipana, Bufferin); Pillsbury Mills (Pillsbury's Best flour, cake mix, pie mix, hot roll mix) and Kellogg Co. (cereals and dog food). Agencies: Young & Rubicam for Bristol-Myers, Leo Burnett for Pillsbury and Kellogg.

Successor show not yet selected by CBS-TV. Reason given for Wednesday program demise was strain on Mr. Godfrey, who also is featured on many other CBS-TV shows.

Rep. Byrd Protests CBS' Moving W. Va. Tv Affiliation

IN LETTER to CBS President Frank Stanton last week, Rep. Robert C. Byrd (D-W. Va.) staunchly protested network's announced plans to transfer its tv affiliation from WCHS-TV Charleston, W. Va., to WHTN-TV Huntington (same state). Transfer is scheduled to take place when present CBS contract with WCHS-TV expires sometime next year, Rep. Byrd said he was told by Hawthorne D. Battle, Charleston station's president.

Noting in conversation Friday that "WCHS has just gone to the expense of constructing a new tower—I'm sure with the knowledge and approval of the CBS engineering department," Rep. Byrd said transfer "looks like everything is being sacrificed for big business and absentee ownership."

Congressman pointed out that affiliation transfer to Huntington will give city two network-affiliated stations (other is NBC-affiliate WSAZ-TV), and "leave Charleston, the state capital and the most populated area in West Virginia, now in the midst of great industrial growth, with none."

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 32.

FLICKER OF NEWS • Ronson Corp., Newark, N. J., negotiating with NBC-TV for possible underwriting of series of early evening news programs beginning next fall. Ronson, should deal go through, will put its entire tv budget into news programs. Norman, Craig & Kummel, N. Y., is agency.

THEY'RE WILLING • Aluminium Ltd., through J. Walter Thompson Co., and Union Carbide & Carbon, through J. M. Mathes Inc., both sponsors of ABC-TV *Omnibus*, understood willing to underwrite series again next year if and when it finds new network berth. Robert Saudek, head of packaged program, understood negotiating with ABC-TV and NBC-TV.

SHULTON PICKS UP PEN • Shulton Inc., Clifton, N. J., about to sign as alternate week sponsor of new CBS-TV film series, *Slezak and Son*, starring Walter Slezak. Shows start in fall, to be seen Tuesday, 8:30-9 p.m. EDT. Slot is presently occupied by Lever Bros. Co. (*Private Secretary* re-runs), which intends to retain that slot and also sponsor *Slezak*. Announcement of signing expected late this week. Agencies are respectively, Wesley Assoc., and J. Walter Thompson Co., both N. Y.

SPOT FOR TEA • Tetley Tea Co., N. Y., effective in May, will underwrite radio spot announcement campaign in five markets for 17 weeks. Agency: Ogilvy, Benson & Mather, N. Y.

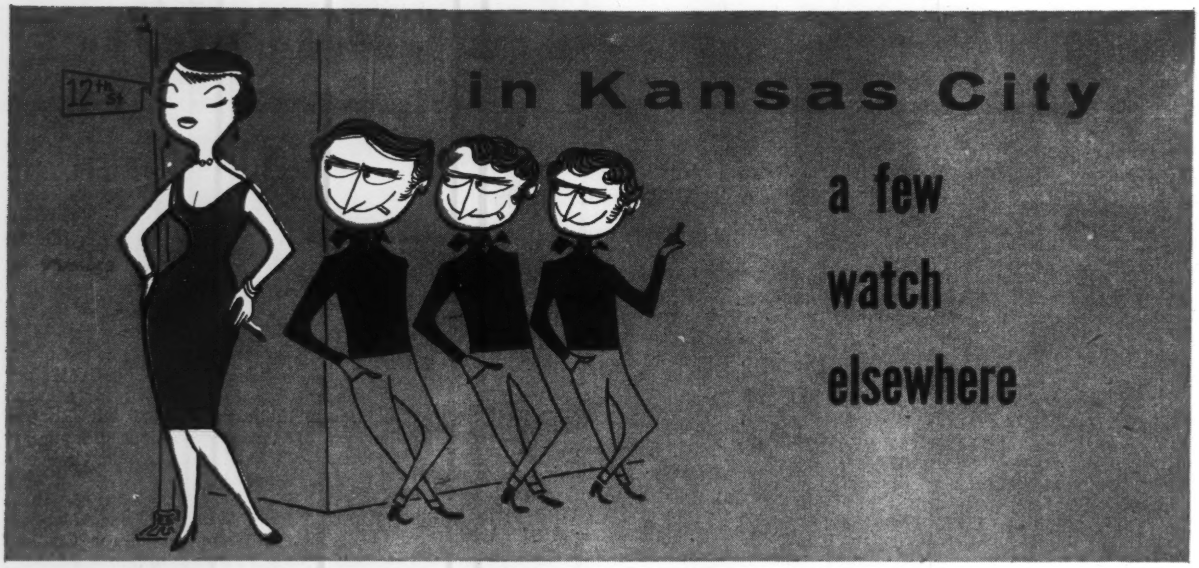
RALSTON RENEWS • Ralston Div. of Ralston-Purina Co., St. Louis, has signed 52-week renewal for *Bold Journey* on ABC-TV, and will move program from Thursdays, 9:30-10 p.m. EST to Mondays, 8:30-9 p.m. EST, succeeding *Voice of Firestone* in that time. Latter returns in fall to 9-9:30 p.m. EST period. Guild, Bascom & Bonfigli, S. F., is agency.

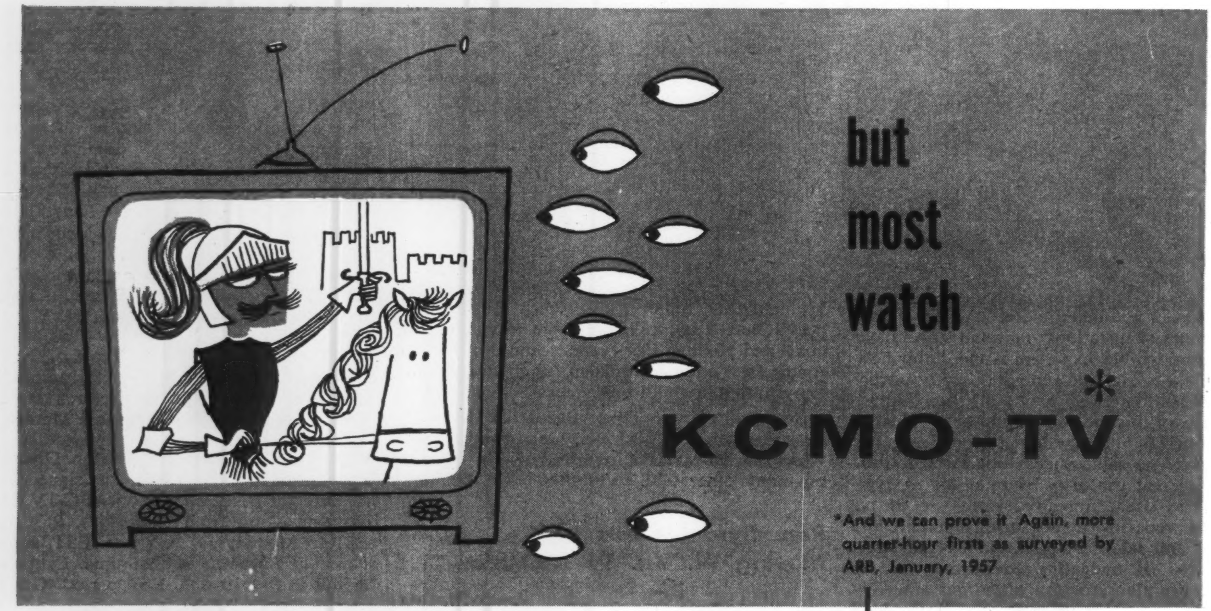
SUMMER SATURATION • Coppertone Sales Corp. (suntan oils and lotions), Miami, to launch radio saturation campaign from June through August on 110 stations in 100 markets with announcements on weekends only and using stations featuring music and local personalities. Agency: Grant Adv., Miami.

TWO TAKE ON WYATT • General Mills (cereals, flours and cake mixes), Minneapolis, through Dancer-Fitzgerald-Sample, N. Y., and Procter & Gamble Co. (Gleem toothpaste), Cincinnati, through Compton Adv., N. Y., have renewed *The Life and Legend of Wyatt Earp* (ABC-TV, Tues., 8:30-9 p.m.) starting in fall.

PUDDING PUSH • General Foods, New York, (Instant Jello pudding) planning extensive radio spot announcement campaign to start May 13 for seven weeks in about 84 markets. Young & Rubicam, N. Y., is agency.

Continues on page 9


12th St
in Kansas City
a few
watch
elsewhere


but
most
watch
KCMO-TV*

*And we can prove it. Again, more quarter-hour firsts as surveyed by ARB, January, 1957

KCMO-TV	Station No. 2	Station No. 3
232	99	64

KANSAS CITY	**KCMO**	**KCMO-TV**	The Katz Agency
SYRACUSE	**WHEN**	**WHEN-TV**	The Katz Agency
PHOENIX	**KPHO**	**KPHO-TV**	The Katz Agency
OMAHA	**WOW**	**WOW-TV**	John Blair & Co.- TV: Blair-TV

ANOTHER
M
MEREDITH STATION

Represented nationally by Katz Agency

Joe Hartenbower, General Mgr.
Sid Tremble, Commercial Mgr.

Meredith Stations Are Affiliated with Better Homes and Gardens and Successful Farming Magazines

at deadline

Storer Sale in Birmingham, Three Others Filed at FCC

STORER Broadcasting Co. sale of WBRC-AM-FM-TV Birmingham for $6,350,000 to Radio Cincinnati Inc. [B•T, April 8] filed Friday for FCC approval. Radio Cincinnati (WKRC-AM-TV there) owned 80% by *Cincinnati Star-Times* and 20% by Hulbert Taft.

FCC ordered Storer to sell one of its radio-tv properties to meet multiple ownership requirements contingent on Commission approval of Storer's purchase of WPFH (TV) Wilmington, Del., and WIBG-AM-TV Philadelphia. Value of WBRC Radio assets listed as $281,100, with $1,548,782 in tv assets.

Radio Cincinnati financial statement, dated Feb. 28, showed capital stock and surplus of $3,628,149, current assets $2,002,391, total assets $4,368,689 and current liabilities $740,540.

Other station sales filed Friday for Commission approval:

Merchants Broadcasters Inc. $175,000 purchase of WAFB-AM-FM Baton Rouge, La., from Modern Broadcasting Co. (68.8% owned by WDSU-AM-FM-TV New Orleans). Buying group includes President Ralph L. Burge, Louis S. Prejean (current 2% owner) and 15 associates. WAFB-TV not involved in transaction.

WAFB balance sheet of Dec. 31, 1956, showed a 1956 loss of $40,811, current assets $11,798, total assets $513,141 and total liabilities $198,077. WAFB-AM-FM went on air in 1948; the am station, on 1460 kc with 5 kw day, 1 kw night, is affiliated with ABC and Mutual; fm outlet is on 104.3 mc with 3 kw.

WEIM Fitchburg, Mass., sold by Henry G. Molina Jr. (who is moving to Mexico) to Arthur A. Newcomb for $169,000. Mr. Newcomb owns WOTW-AM-FM Nashua, N. H., and has filed for new am in Marlboro, Mass. Deficit of $74,916 shown on station's balance sheet, dated Dec. 31, 1956. Current assets listed as $31,492, total assets $90,294 and current liabilities $5,102. WEIM, on air since 1941, operates on 1280 kc with 5 kw day and 1 kw night.

MBS Vice President Harry Trenner and Herbert Schorr purchased WRNY Rochester N. Y., from Paul Wolk, David A. Kyle and Donald A. Corgill for $90,000. Messrs. Trenner and Schorr are licensee of WFEC Miami, Fla. WRNY went on air in 1946 and operates on 680 kc with 250 w daytime only.

IRE Meet Expects Over 5,000

ATTENDANCE of over 5,000 expected for Institute of Radio Engineers' 7th Region conference and show to be held in Conference and Federal Bldgs. in Balboa Park, San Diego, April 24-26. Dozens of technical papers will be given on topics allied with the conference theme, "Electronics in Space."

WAAM (TV) Renews Fellowship

WAAM Television Fellowship for graduate study at Johns Hopkins U., Baltimore, has been renewed by board of directors of WAAM (TV) there. Applications for 1957-58 being taken until May 20 by Lynn Poole, chairman of awards committee. Fellowship is available to persons employed in television and offers stipend of $4,500 to $6,000.

KINE KINDLES KINDNESS

SOUR GRAPES of wrath in Oklahoma's state legislature sweetened last week as solons, who had held up invitation of state's semi-centennial committee for author John Steinbeck to appear as guest in June, relented after watching kine of John Daly interview on his ABC-TV news show in which author said he meant no embarrassment to Oklahoma in his book, *Grapes of Wrath*. Kine, shown on floor of legislature, was provided by ABC affiliate KGEO-TV Enid. Mr. Steinbeck's appearance had been blocked by legislators who took exception to book's references and treatment of "Oakies."

NAEB's Fourth Radio Seminar Slated April 21-24 in Illinois

NATIONAL Assn. of Educational Broadcasters will hold its fourth radio programming seminar April 21-24 at Robert Allerton Park, U. of Illinois conference center near Monticello, Ill. Conference is made possible through regular grant to NAEB from W. K. Kellogg Foundation.

Speakers will include Dr. Sydney Roslow, director of The Pulse Inc., who will discuss audiences for educational and public service programming; Norman Pellegrini, WFMT (FM) Chicago, who will discuss music programming, and Leonard Marks of Cohn & Marks (NAEB counsel) who will explore legal problems.

William Skelly Dies at 78

FUNERAL services were to be held last Saturday in Tulsa for William G. Skelly, owner of KVOO-AM and 38.8% owner of KVOO-TV Tulsa. Mr. Skelly, 78, was chairman of board of Skelly Oil Co. He had been ill since last fall. Death was attributed to kidney ailment. Among survivors is daughter, Mrs. Harold Stuart, wife of executive vice president of KVOO-AM-TV.

D-F-S Readies Consumer Drive

CONSUMER advertising drive—prepared by volunteer agency Dancer-Fitzgerald-Sample, New York—will coincide with national promotion of Brand Names Week April 28-May 3. Campaign, using print and radio-tv, will tie in with promotion and merchandising by Brand Names Foundation Inc. and its member manufacturers, agencies and media.

WEATHER COMMAND

THE U. S. Air Force is well staffed with technicians and specialists. But when airmen wanted weather information for a mission out of Shreveport, La., they turned for briefing to civilian specialist Al Bolton, weatherman for KSLA-TV there. Believed to be first civilian ever to brief Strategic Air Command personnel on weather, Mr. Bolton went to Barksdale Air Force Base for the military weathercast. Session preceded an evaluation flight by the 301st Bomb Wing.

PEOPLE

HAROLD C. LUND, vice president in charge of Westinghouse-owned KDKA-AM-TV Pittsburgh, elected to board of directors of Westinghouse Broadcasting Co.

OLIVE M. PLUNKETT and **CLARENCE E. HALE** elected vice presidents of BBDO, N. Y.

MAGNUS HENDELL, vice president and account executive, Modern Merchandising Bureau Inc., N. Y., to Bayuk Cigars Inc., Phila., as advertising director.

Dolcin, Official Are Fined For Contempt in Ad Case

U. S. Court of Appeals in Washington fined Dolcin Corp., New York pharmaceutical firm, $15,000, and its vice president, Victor Van Der Linde, $2,500, for contempt of court.

Court ruled last Dec. 18 that firm and three of its executives were guilty of contempt in connection with advertising for Dolcin pills (arthritis and rheumatism remedy) carried on several radio stations. A Federal Trade Commission order prohibiting firm from continuing advertising had been backed by court. Dolcin allegedly failed to discontinue advertising in question.

Petitions of two other Dolcin officials, George Shimmerlik and Albert T. Wantz, asking court to reconsider its action holding them in contempt, were taken under consideration.

KPBX Files Bid With FCC Seeking Tv Ch. 12 in Beaumont

KPBX Broadcasting Co. Friday filed application with FCC for ch. 12 Beaumont, Tex., seeking 316 kw with antenna 579 ft. above average terrain. Estimated construction cost was $347,000 with $500,000 for first year operation.

Principals of applicant, who also own KJET Beaumont, are Walter L. Rubens (49%) and four brothers, Ben J., Nathan J., Sol J. and Victor J. Rogers. Ch. 12 was assigned to Beaumont-Port Arthur area by FCC in deintermixture proceedings [B•T, March 4]. Also seeking the channel are WDSU-AM-TV New Orleans and ch. 31 KBMT (TV) Beaumont.

• BUSINESS BRIEFLY

Continues from page 7

SPRING SPOTS • J. H. Filbert Inc. (mayonnaise and salad dressing), N. Y., planning radio spot schedule in about 70 markets starting early in May for eight weeks. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

EUROPE VIA AIR, AIRWAVES • KLM Royal Dutch Airlines, Amsterdam and New York, today (Monday) launches four-week radio spot campaign on behalf of tourist flights to Europe on 12 major market stations. Agency: Charles W. Hoyt, N. Y.

SUMMER START • Pharma-Craft Corp. (Fresh deodorant, Coldene) to sponsor one-half of NBC-TV's *Steve Allen Show* on alternate weeks starting July 14 for 65 weeks. Agency: J. Walter Thompson Co., N. Y.

SPECS FOR REXALL • Rexall Drug Co., L. A. expected to sign for four spectaculars next season, time and exact dates still uncertain, on NBC-TV. BBDO, N. Y., is agency.

PRESTIGE-TYPE SPOTS • Ford Motor Co. (Institutional) through Kenyon & Eckhardt, N. Y., planning radio spot announcement campaign effective May 13 for four weeks in top 60 markets and ten division centers.

the week in brief

WEAVER TAKES OFF THE WRAPS

Proposes custom-tailored tv shows for top markets. Surprise: He wants to include some educational stations. . . 31

TV'S CAMPAIGNING PROWESS

Helped erase Ike health issue, says former GOP public relations head. Advance political selling by networks effected big economies to parties. . 34

ABC RADIO ON ITS OWN

Eastman to head autonomous organization. Plans being laid to capture No. 1 network title. 39

MBS EXPLAINS NEW FORMAT

June 2 is the starting date and affiliates appear to approve change . . . 40

CBS-TV REBUTS NBC-TV

Says claims of daytime tv superiority are 'deceptive.' Affiliates are given figures to substantiate CBS-TV's claim of leadership 42

BILLING EQUALITY BY '60

That's the goal of ABC-TV. President Ollie Treyz reports 1957-58 season will be first in which network will have full programming schedule. 44

HERE'S ABC-TV'S FALL LINEUP

Tentative schedule has Pat Boone in Thursday night slot with Frank Sinatra and Guy Mitchell Friday. Day shows to be built from 'Mickey Mouse.' 46

NBC-TV NIGHT SALES BOOM

Fall selling well ahead of last year with $80 million in gross already recorded. 50

RCA-NBC ANSWERS JUSTICE DEPT.

Contends FCC approval of station swap bars further action, says court hasn't jurisdiction in antitrust suit. . 52

HOW ARE TRANSLATORS DOING?

Here's a status report on what the the tv rebroadcasters have done in their first nine months. 56

LAST WEEK IN CHICAGO

NARTB's 35th annual convention sets record with 2,358 delegates gathering to see, hear, and discuss what's new in broadcasting. 82

WHAT'S AHEAD AT FCC

Commissioners' panel at NARTB convention sheds light on such questions as how soon fee subscription tv, TASO and allocations, FCC liaison with Trade Commission, five-year licenses and NARBA. 86

DORRELL FIRES AT NCS NO. 2

Enumerates series of questions on accuracy of Nielsen study in address at NARTB convention 94

SPOTLIGHT'S ON AUTOMATION

Highspot of technical portions of NARTB convention is discussion and exhibition of new gear that will make stations less reliant on manual operation. KRON-TV shows a new one. 96

TV GIRDS FOR ASCAP TALKS

With music licensing contract expiring Dec. 31, telecasters ready selves by appointing 15-man interim committee to prepare for negotiations. . . . 100

AUTO DEALERS NEED RADIO-TV HELP

NADA's Bell urges broadcasters to help root out "lunatic" fringe foisting unethical advertising on public. . . 108

THEY'RE KEEPING THE TV CODE

Violations have lessened considerably and are confined to one segment of the stations, according to report by G. Richard Shafto, retiring chairman of the NARTB Code Review Board. 120

departments

Advertisers & Agencies 32
At Deadline 7
Awards 126
Closed Circuit 5
Colorcasting 33
Editorial 138
Film 80
For the Record 129
Government 52
In Public Interest 28
In Review 15
International 124
Lead Story 31
NARTB Convention . . 82
Networks 39
On All Accounts 26
Open Mike 18
Our Respects 22
Personnel Relations . . 62
Professional Services . 62
Programs & Promotions 122
Stations 64
Trade Assns. 78
Upcoming 132

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* * *

When a vitamin firm gets our bill
The president of same gets a thrill.
Results are so splendid
For money expended
He gives up his 4:00 o'clock pill.

* * *

THE firm is the Vitalife Company and one of the things that tickles them about WMT advertising is its low cost. Vitalife's prexy figures that his advertising cost this year was less than last year; we haven't cut our rates so people must be buying more pills. "We are happy with the results on WMT and expect to stay right with you for many, many years." That's a direct quote.

For further details about vitamins and radio in Eastern Iowa, check with WMT's national representatives, The Katz Agency.

SCHIPHOL AMSTERDAM

DOUBLE-CROSS IN
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SUSPENSE IN
LONDON!

MYSTERY IN
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SUPERBLY STAGED in exciting foreign cities, seaports and countrysides

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"The NEW Adventures o

MARTIN KANE"

starring

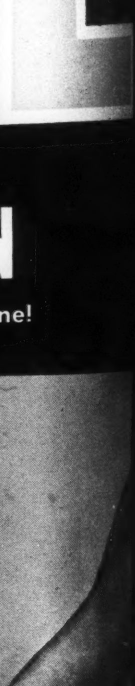
WILLIAM GARGAN

. . . to the viewing public he IS Martin Kane!

POLICE
KXR 761

MARTIN KANE'S CREDO:
"I WORK WITH THE POLICE—NOT AGAINST THEM!"

Side by side with Scotland Yard, the French Surete, the police of all the Continent, this resourceful American Private Investigator pursues lawbreakers all over the continent.



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FLASH!

ALREADY BOUGHT BY

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- DREWRYS BEER
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- HUMPTY DUMPTY STORES
- FALSTAFF BEER
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KTTV	in Los Angeles
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WTVJ	in Miami
WGN-TV	in Chicago
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ZIV *Television*

FOR AN **UPSWING IN SALES**

get TV'S most firmly established mystery-adventure hero in an ALL-NEW series. Write, phone or wire for an early audition.

Costume by Clare Potter

You feel very special on Red Carpet* flights

When you walk along the Red Carpet to your waiting United DC-7 Mainliner® *of course* you feel like a star of stage or screen! And you're greeted like one, too. That's only a part of *Red Carpet Service!*

Here, on the world's fastest airliner, you'll find luxurious, relaxing surroundings. Like a pre-dinner cocktail? It's served in an individual decanter. Dinner? M-m-m-m! Especially prepared for you by United's own master chefs.

Then a restful doze . . . You can't be there already! You *are*. And after you leave your big Mainliner your luggage is brought to you extra-fast. What a wonderful way to travel—Red Carpet Service!

World's fastest airliners—United DC-7s! Red Carpet nonstop flights: New York-San Francisco, New York-Los Angeles, Chicago-San Francisco, Chicago-Los Angeles, Washington, D.C.-San Francisco, Los Angeles-Seattle, California-Hawaii.

UNITED
AIR LINES

*"Red Carpet" is a service mark used and owned by United Air Lines, Inc.

JIMMY DEAN SHOW

SO CALLED "country music" is having a wave of popularity today, particularly since some of the tunes verge on "rock-and-roll." This new CBS-TV entry is likely to be more successful among audiences than *Good Morning With Will Rogers Jr.*, which it replaces, because of its potential appeal to teen-agers and other school children and to country-music fans among the adults.

On the initial program, country music ran the gamut from ballads, spirituals and standard numbers to tunes this post adolescent believes were "rock-and-roll." Jimmy Dean, a personable young man with a Texas drawl, presided, singing and chatting with members of the cast. Their music is just peppy enough to wake up a sleepyhead, but not so strident as to jolt the viewer abruptly into consciousness. The program is not likely to garner a tremendous audience, but its apparent slant to the youth market seems a prudent move.

Production costs: Estimated $20,000.

Telecast sustaining on CBS-TV (Mon.-Fri., 7-7:45 a.m. EST).

Producer: Ed Friendly Jr.; director: Clark Pangle.

ARTHUR MURRAY PARTY

THE agile Mrs. Arthur Murray is back on the air in a "new" program sponsored by two companies who are apparently trying to cover the bases entertainment-wise, as they also sponsor a quiz show, *The Big Surprise*, on NBC-TV. The new show basically fits into the variety category, its claim to distinction based on emphasis on dancing, Arthur Murray style.

One cannot but help compare the new endeavor with the old Murray show. The production now is smoother, the camera work more flexible. As for format, it follows the usual line—a few production numbers and a dance contest. Andy Williams, of *Tonight* fame and lately a teen-age sensation, got off "Butterfly" and a duet with Helen O'Connell. A dance sequence of an interpretive nature starred Mrs. Murray and two other professionals choreographing the theme of a despondent clown whose smiles return because of a little girl—the clown realizing that it is the little ones who benefit by his performance.

The dance contest — non-professionals who pair up for such numbers as jitterbug, tango and folk dancing—proved to be the usual common denominator that "distinguishes" this show from all other variety programs.

Estimated production costs: $25,000.

Sponsored by Purex Corp. through Weiss & Geller, and the Speidel Corp. through Norman, Craig & Kummel, on NBC-TV Tues., 8-8:30 p.m. EST.

Producer: Arthur Murray; director: Coby Ruskin.

Guest stars: Andy Williams, Helen O'Connell.

BOOKS

ALFRED HITCHCOCK PRESENTS: STORIES THEY WOULDN'T LET ME DO ON TV; 372 pp., $3.95; Simon & Schuster Inc., New York.

AND such lovely stories they are, too. In one, a man kills his mistress, grinds her into chicken feed and raises a splendid set of cockerels; in another, a father murders his little daughter at her birthday party, then serves up her insides; in yet another, man hunts man for sport, etc. Mr. Hitchcock has thoughtfully provided a preface to this murder, mayhem and masochism, which states that all these items have one thing in common: They're not interrupted by commercials. That's not all they have in common: They also violate every precept of the 1934 Communications Act and the NARTB Code.

FOUNDATIONS OF RADIO, sixth edition, by M. G. Scroggie, Philosophical Library, New York, 349 pp. $10.00.

THE purpose of this book, according to the author, is to start at the beginning and lay the foundations on which more detailed knowledge can be built. With this in mind Mr. Scroggie begins this new and completely revised enlarged edition by familiarizing the reader with methods of expression, such as algebraic symbols, graphs, and circuit diagrams, that are taken for granted in scientific discussion.

The basic theory of radio is covered starting with the most elementary principles. Apart from the fundamental laws of electricity and radio, the theory of valves, transmitters and all types of modern receivers is described and there is an introduction to the techniques of television and radar. The book appears to be a useful compendium of information for the person who wants to learn the basics of radio.

MIKE AND SCREEN PRESS DIRECTORY (Third Edition). Published by Radio-Newsreel-Television Working Press Assn., 527 Lexington Ave., New York, 243 pp. $10.00.

DESIGNED as a daily reference guide for newsmen in radio, tv, and newsreels, this volume follows the pattern of its predecessors in listing key contacts in the news, public relations and government fields. It is divided into two parts. One lists key news people at radio and tv networks, at many radio and tv stations, at tv and theatrical newsreel organizations, and at major metropolitan newspapers. The other section is devoted to listings of "the spokesman" at federal government agencies, the United Nations, and major businesses and industrial concerns. There also is a report on a survey dealing with the use of industry news film, written by Editor Arnold Lerner, formerly with Warner Pathe News and now in charge of motion picture activities in the information department of International Business Machines Corp.

Outrates all syndicated shows!

STAGE 7

SAN FRANCISCO — highest rated syndicated program (22.7, Pulse, 2/57) outrating George Gobel, Gunsmoke, Zane Grey Theatre, Jackie Gleason, Lux Video Theatre, etc.

TWIN CITIES—highest rated syndicated program in Minneapolis-St. Paul (16.0, Pulse, 11/56) outrating Warner Brothers, Father Knows Best, West Point, etc.

Outrates all competition in Atlanta, Indianapolis, Portland, Oregon, etc.

Stage 7's a dramatic anthology which can do a fine-rating, fine-selling job in your market, as it is already doing in more than a hundred others. Better check Stage 7 for your market today. Write, wire or phone collect for availabilities.

tpa

Television Programs of America, Inc.
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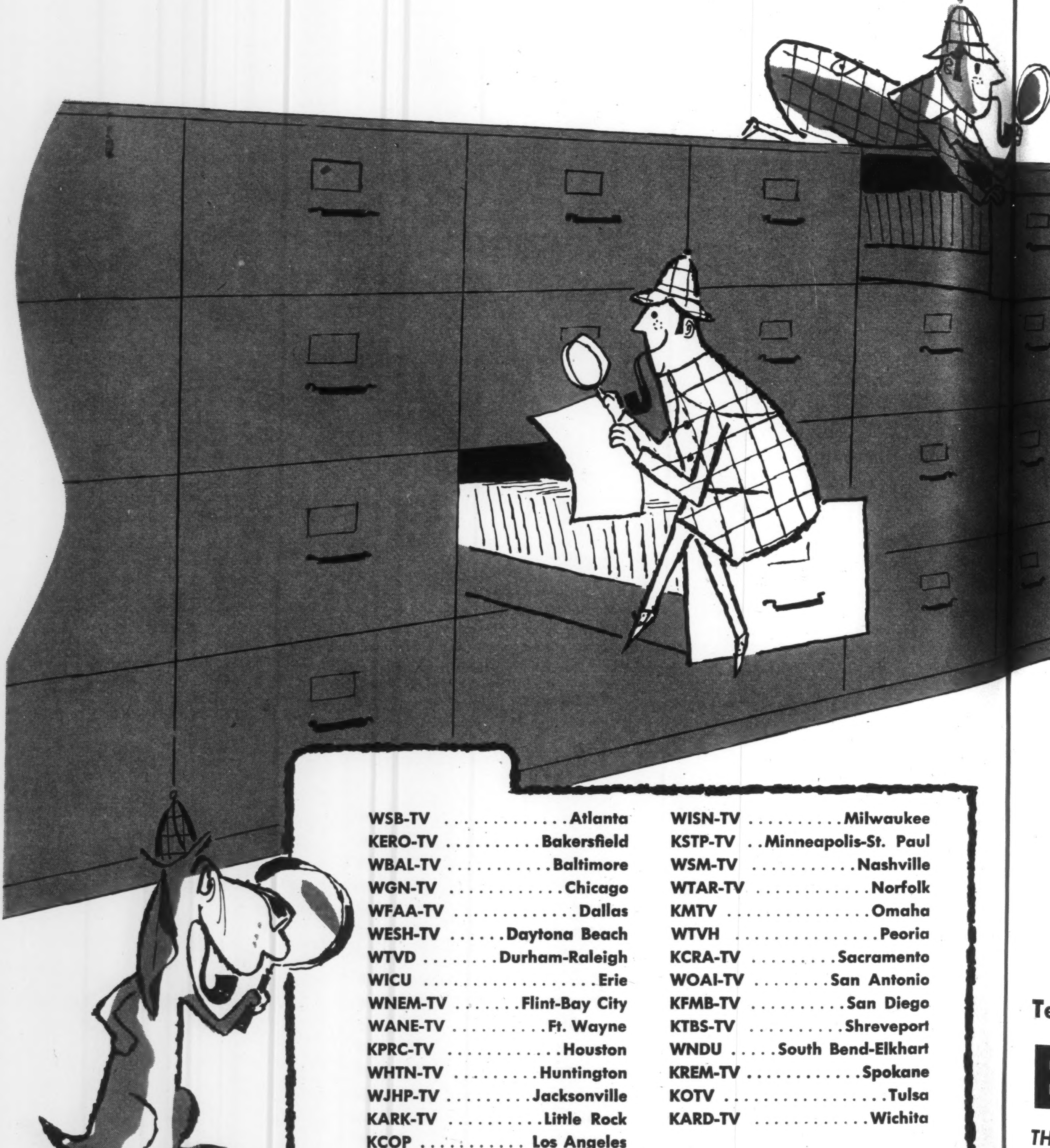

WSB-TV	Atlanta
KERO-TV	Bakersfield
WBAL-TV	Baltimore
WGN-TV	Chicago
WFAA-TV	Dallas
WESH-TV	Daytona Beach
WTVD	Durham-Raleigh
WICU	Erie
WNEM-TV	Flint-Bay City
WANE-TV	Ft. Wayne
KPRC-TV	Houston
WHTN-TV	Huntington
WJHP-TV	Jacksonville
KARK-TV	Little Rock
KCOP	Los Angeles
WISN-TV	Milwaukee
KSTP-TV	Minneapolis-St. Paul
WSM-TV	Nashville
WTAR-TV	Norfolk
KMTV	Omaha
WTVH	Peoria
KCRA-TV	Sacramento
WOAI-TV	San Antonio
KFMB-TV	San Diego
KTBS-TV	Shreveport
WNDU	South Bend-Elkhart
KREM-TV	Spokane
KOTV	Tulsa
KARD-TV	Wichita

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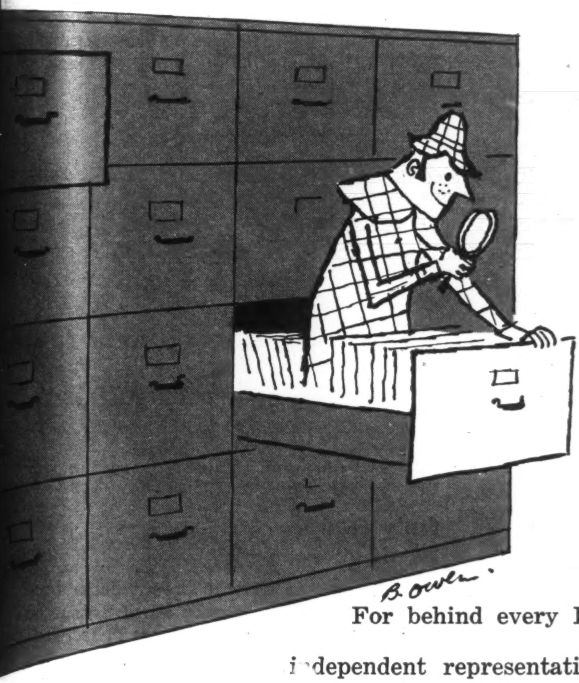
E DRAWERS......

(or How Petry's Plus Services help Spot TV Advertisers)



As an advertising executive, you know it's the planning behind the buying that pays off in sales. The most successful Spot TV- buying requires extensive research and depth of market information—information Petry salesmen are amply equipped to give you.

For behind every Petry salesman is the largest TV Promotion staff of any independent representative firm—a staff that is constantly replenishing 650 file drawers in the seven Petry offices with up-to-the-minute Spot TV facts to help *assure sales success* for your Spot TV campaign.

Whether you require detailed descriptions on local programs, data sheets, audience-impact facts on special time segments, full information on ID requirements—or a complete station-market presentation for a specific product or problem—let the Petry salesman give you the full story. He's the best informed man in the business.

Television Division

Edward Petry & Co., Inc.

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& CO.—

- Offers outstanding facilities for the issuance of equity or debt securities, either by private placement or through public offering.
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Kidder, Peabody & Co.
First National Bank Building
Chicago 3, Illinois
Telephone ANdover 3-7350

Well Done

EDITOR:

This is just a line of appreciation to you for your excellent coverage of the recent Nielsen Coverage Service debate in New York, featuring John Churchill.

Your reporter did a swell job of note-taking and came up with a fair, well-balanced and representative summary of this very long and complicated discussion. I don't know who your man was on this job, but I wish you would pass along to him my congratulations and thanks.

E. P. H. James, V. P.
A. C. Nielsen Co., Chicago

[EDITOR'S NOTE: The kudos go to Asst. New York Editor David W. Berlyn.]

EDITOR:

The ON ALL ACCOUNTS article [B•T, April 1] was not only accurate, but delightfully written. I expect to fly to Santa Barbara this evening and the way I feel after reading B•T, I'll do a couple of barrel rolls and falling leaves.

One slight correction I would like to make. My son's name is Karl Fredrik Kautz III. I thought I had better get this straight because he is already in training for this advertising merry-go-round.

Edith Krams
Media Director
Anderson-McConnell Adv. Agency
Hollywood, Calif.

EDITOR:

I want you to know how much I appreciate your reviewer's kind estimate of my *Pocket Book News* [IN REVIEW, March 18].

I hope radio and television will bring me, if not a "solid gold Cadillac" [reviewer's description], perhaps in time a solid gold Chevrolet.

And I really do talk to presidents. Thank you for saying I sound it.

Wilma Soss
President, Federation of Women Shareholders in American Business; commentator of NBC Radio Pocketbook News

Warning of Doom

EDITOR:

Why B•T is such a staunch champion of the monopolistic networks in your position against pay-tv is beyond comprehension. Such a line . . . furthers the trend toward complete monopoly and federal regulation and discourages uhf.

It would be better to have "narrowcasting" by parttime use of uhf for pay-tv than to have [u channels] lie fallow.

You recommend wire-closed-circuit television when you must know that continuing line costs would prohibit wide use of the system. Furthermore, it would put the pay-tv operator up against another kind of monopoly—telephone line rates.

The "danger of federal control" is already in the offing to break the present tv monopoly. This is recognized in a bill in Congress to regulate all or some part of broadcasting. Pay-tv will give uhf new life, retrieve television as a free competitive system, and may *save* broadcasting from federal regulation.

Your "Bitter Sweet" editorial [B•T, March 4] presented a fairly-unbiased summation of the deintermix situation. Uhf operators and other pay-see advocates would like a more "statesmanlike restraint" (your phrase) on the part of B•T.

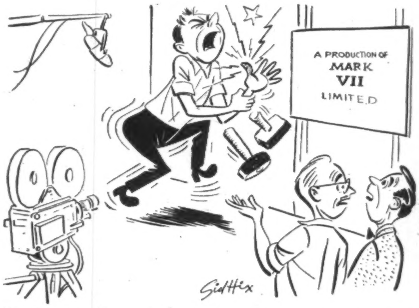
Ranulf Compton
President
WGMA Hollywood, Fla.

Friday's Reaction

EDITOR:

Your cartoon in the March 25 issue has come to my attention. We've all been greatly amused by it! Thanks for giving us space.

Jack Webb
Mark VII Ltd.
North Hollywood, Calif.



"I kept telling him, 'Keep your eye on your job—quit looking into the camera'!"

Fm's Future

EDITOR:

Just a line to let you know what a wonderful job you did in your April 8 issue on "How Bright a Future for Fm." J. Frank Beatty states that "some engineers still feel auto fm sets aren't practical." I have had an fm tuner in my car for some time now and it's wonderful. It doesn't fade in tunnels or under bridges and is easy to connect to any existing auto radio. Gonset puts it out and it costs under $80.00.

Douglas Cramer
Cramer Productions, Los Angeles

EDITOR:

We were most interested in your fine analysis and report on fm and I would like to take this opportunity to congratulate you on behalf of WPAT. For the record, however, I would also like to call your attention to the specific mention of WPAT-FM.

WPAT-FM went on the air March 1, 1957. This makes us only a little over one month old. Our fm operation was established in answer to thousands of requests from our listeners and, while it is true that we hope to reach class advertisers, it is also true that this has always been the aim of WPAT-AM and its program policies. In other words, WPAT's am and fm are complementary. We broadcast simultaneously over both and the same good music programs are featured on both.

John Burt, Dir. of Publicity
WPAT-AM-FM Paterson, N. J.

[EDITOR'S NOTE: B•T termed WPAT-FM "a little over a year old."]

Distant cities at your fingertip

Ben Avery is an engineer at Western Electric's Kearny, N. J., manufacturing plant where he plays a key part in tailoring new types of Bell telephone central office equipment to the needs of communities all over America . . . perhaps yours. The equipment Ben is now working on is part of the new system known as Direct Distance Dialing. Rapidly coming into use, this system makes it possible for telephone users to dial directly across the nation about as easily as dialing neighbors across the street.

The highly specialized engineering job done by Western Electric men like Ben Avery is part of the many-sided contribution which we, as manufacturing and supply unit of the Bell System, make to Bell telephone service in your community.

Besides manufacturing the telephones and equipment needed by your Bell telephone company to provide *local* service, we also make and install the transmission and switching equipment which does . . . quite literally . . . put distant cities at your fingertip when you dial.

Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM

This is for **REA**

radio station in Minneapolis-St. Paul and 114

features 36 local performers on the air

provides **LIVE** entertainment

service keyed perfectly to the tastes and

of the vast area they serve. That's why

PEOPLE

WCCO RAD

than all other Twin Cities stations...

★ NCS #2

★★★ 51.5% share of audience, Nielsen Station Index, 1956 average, total station audience, total day, seven-day week

★★ Represented by CBS Radio Spot Sales

AL ...the number one

14 Northwest counties*

ir every week. Each

nt and

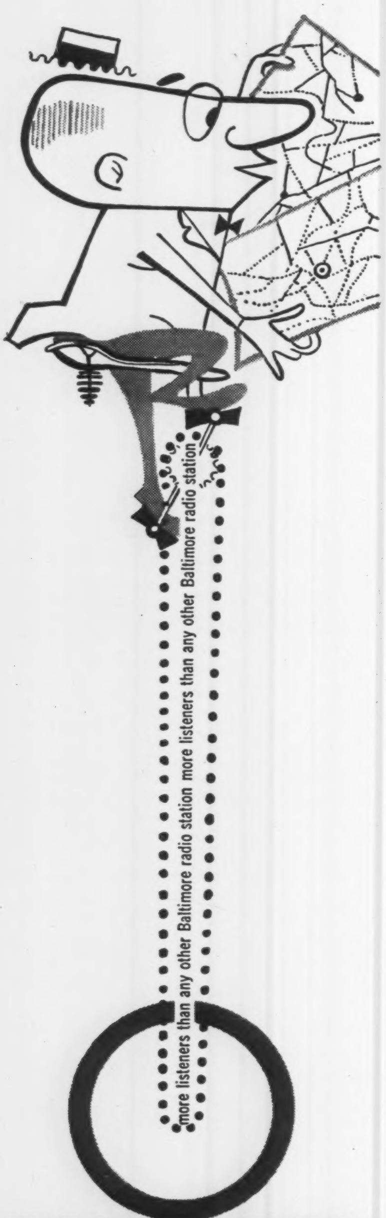
nd needs

ny more

listen to

DIO**

... combined!***


more listeners than any other Baltimore radio station more listeners than any other Baltimore radio station

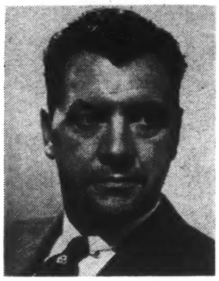
BALTIMORE
is easier to reach
when you ride on

WFBR

REPRESENTED BY
JOHN BLAIR AND CO.

OUR RESPECTS

to Harry Woolford Chesley Jr.



HARRY CHESLEY Jr., executive vice president of D'Arcy Advertising Co. and who personally oversees Anheuser-Busch's Budweiser beer account, has been a man on the wing since he joined the St. Louis-headquartered agency in January 1956.

Mr. Chesley makes frequent flying trips to give the personal touch to his participation in the development of various agency departments.

D'Arcy's estimated $14 million in broadcast billing last year (it placed in the top 20 among national agencies) was a good deal Harry Woolford Chesley Jr.—another way of saying he has a healthy respect for both radio and tv. His views are reflected in additional capacities on D'Arcy's executive and management committees.

"We are tremendously cognizant of the importance of television and most interested today in the continuing value of animation in tv," he reports. "If intelligently used, it can be a terrific sales factor."

Mr. Chesley's appraisal of the aural medium perhaps can best be exemplified by his acknowledgement that Anheuser-Busch is emphasizing radio this year more than in 1955-56. While he wouldn't admit as much, it's understood radio is getting the slightly larger share of a $3.8 million broadcast budget.

Before joining D'Arcy last year, Mr. Chesley was associated in executive capacities with such advertisers as Philip Morris, Pepsi Cola, Pabst and Swift.

He was born in Towson, Md., Feb. 4, 1909. After the family moved to Chicago, young Harry attended Bowen High School and majored in business management and marketing at the Chicago College of Commerce. At night he took business law and administration.

During Chicago's Century of Progress Exposition (1932-33) young Mr. Chesley handled sportscasts of special events, including six-day bike races and Big Ten track meets and football. In 1934 he joined Swift & Co., later becoming package goods sales manager in the East, headquartering in Newark, N. J. A four-year tour of duty wth the U. S. Air Force halted his business career.

He served as assistant secretary of the Air Staff in Washington and, as Lt. Col. Chesley, was executive to the commanding general of the Air Forces in the Pacific, serving as aide-de-camp to Gens. Barney Giles and Hap Arnold. Returning to civilian life, he organized Chesley & O'Connell, wholesale beer distributors, in northern California. He sold out in 1949 and joined Pepsi Cola as vice president in charge of national sales.

IN 1952 Mr. Chesley moved to Philip Morris as vice president and marketing director. He guided the "change of dress" campaign for the new Philip Morris package and worked on introductory advertising and promotion for the new Marlboro cigarettes—the original of the "flip-top" box line. He grew intimate with television, being instrumental in Philip Morris sponsorship of the *Robert Cummings Show* and *My Little Margie* and signing Desi Arnaz and Lucille Ball to an $8 million agreement for the *I Love Lucy* series.

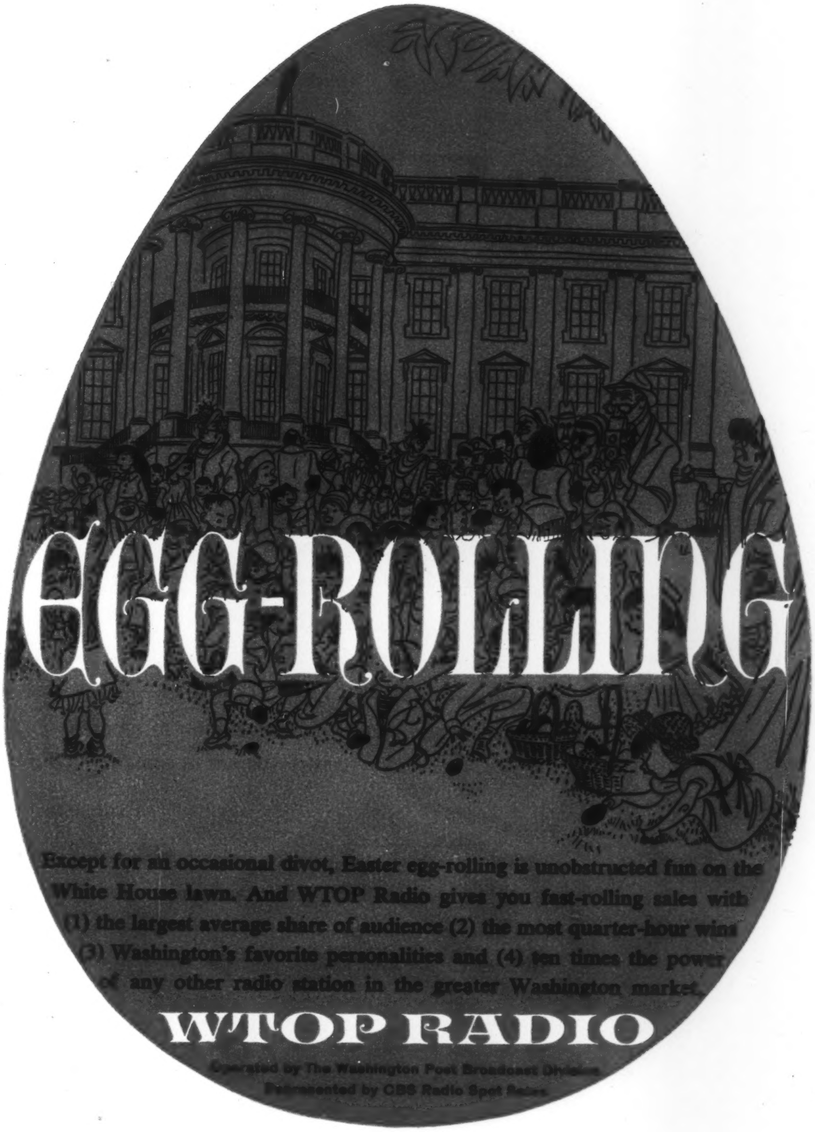
D'Arcy called him away early last year to avail itself of his background in sales, packaging, marketing, promotion and advertising. This experience and ability to coordinate various phases of advertising has stood him in good stead in helping D'Arcy reach an estimated $50 million-plus in overall billing during 1956. He has esteem for the importance of campaign continuity in all media, according to his associates, who value his sense of direction and ability to get the "whole picture."

As executive vice president at D'Arcy, Mr. Chesley assists on media, research, marketing, copy and art and also has a hand with such clients as Friedman-Shelby Division of International Shoe Co. and Krey Packing. He is available for counsel in other branch offices on General Tire & Rubber Co., Gerber Baby Foods, Monarch Finer Foods, Standard Oil Co. of Indiana and other accounts.

Mr. Chesley is a member of the New York Sales Executives Club, St. Louis Media Club (charter), Economic Club of New York and for two years headed the national radio-tv films committee of the United Community Campaigns of America. Among recreational groups are the Philadelphia Gun Club, Bridlespur Hunt Club, Racquet Club and Old Warson Country Club. His hobbies: hunting, fishing, boating, and golf (in which, envious colleagues aver, he shoots in the high 70's).

Mr. and Mrs. Chesley, the former Dorothy Todd, live in St. Louis and also maintain a home at Cape Cod in South Yarmouth, Mass. They have two boys—Stephen, 10, and Christopher, 8. Still growing, they may well match the hulking six-foot, four-inch frame of their father.

CAPITAL SCENES #6



EGG-ROLLING

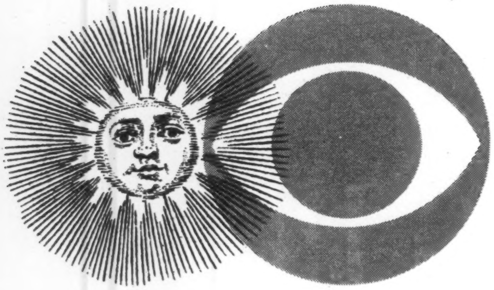
Except for an occasional divot, Easter egg-rolling is unobstructed fun on the White House lawn. And WTOP Radio gives you fast-rolling sales with (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's favorite personalities and (4) ten times the power of any other radio station in the greater Washington market.

WTOP RADIO

Operated by The Washington Post Broadcast Division
Represented by CBS Radio Spot Sales

SOURCE: PULSE AVERAGE RATING (6 AM-12 MIDNIGHT, SUN.-SAT.) MAR.-APR. 1956 THROUGH JAN.-FEB. 1957.

THE



*Monday through Friday, 7 am to 6 pm

NETWORK THAT INVENTED DAYTIME

The trouble with television (back in 1950) was that nobody could get enough of it.

The screen lit up at night for an almost insatiable audience but went into virtually total eclipse in the daytime.

Advertisers wanted more time than the night contained, but nobody knew whether the busy American housewife would sit still for daytime television.

We thought she would—if you made it worth her while. We felt that better programming on a major network scale could light up a lot of sets.

We felt that daytime television could enable advertisers to tap the concentrated purchasing power of America's housewives at the moment they were planning the family shopping. And with the number of television homes increasing so rapidly, daytime television could bring new values to the advertiser.

So we started turning day into night.

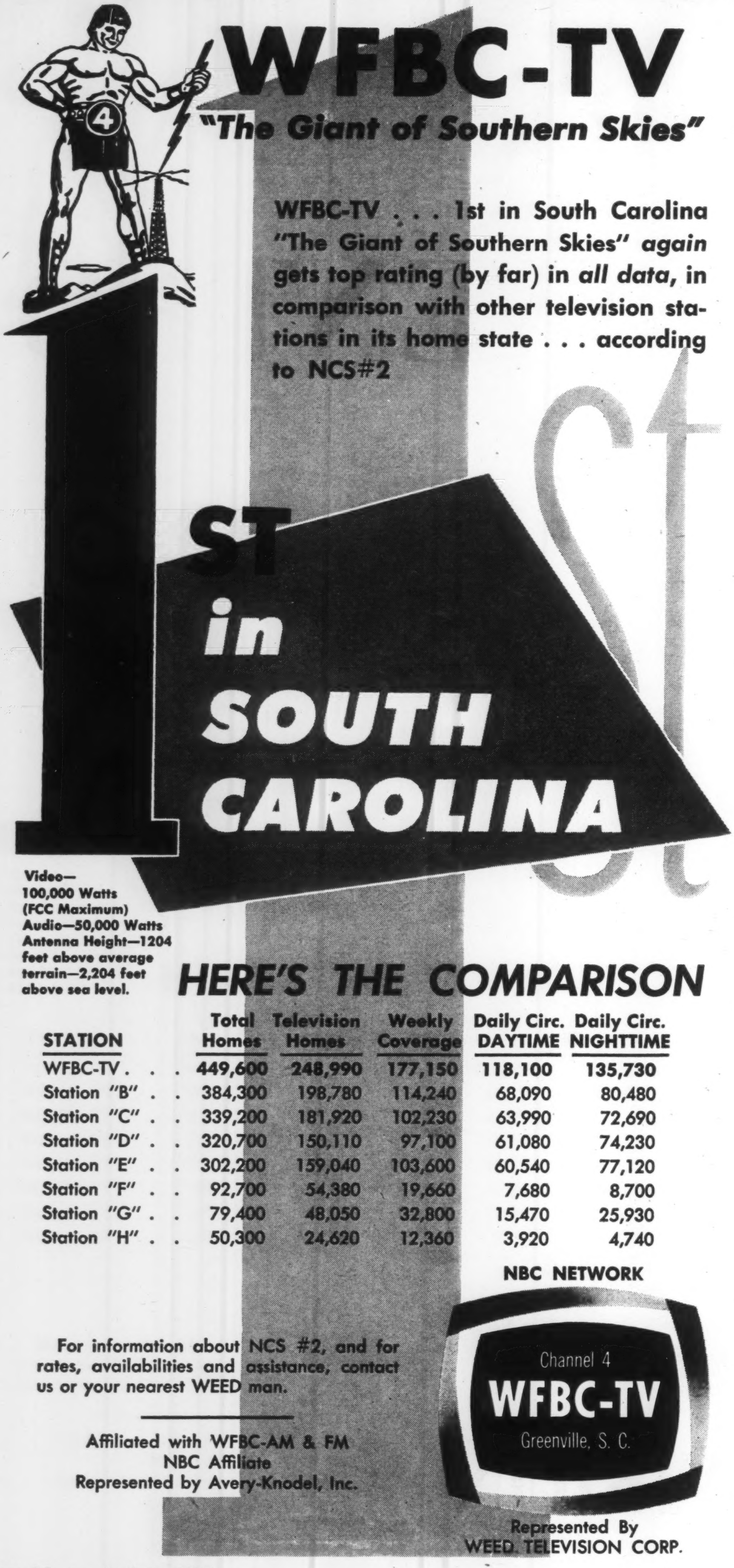
Since 1950 the number of family hours of daytime viewing has increased six times and the dollar volume of daytime advertising has multiplied 38 times. In the same period, America's housewives have spent nearly twice as many daytime hours,* and advertisers one-and-a-half times as many daytime dollars with CBS Television, as with our closest competitor.

In 1957 CBS Television continues to deliver a larger average daytime audience, broadcast more of the most popular daytime programs, offer advertisers a lower daytime cost per thousand viewers, and carry a larger number of sponsored daytime hours than any other network with a full daytime schedule.

This continuing expression of confidence in CBS Television is surely a direct result of our unique experience with television in the daytime.

After all, we practically invented it.

CBS TELEVISION



WFBC-TV
"The Giant of Southern Skies"

WFBC-TV . . . 1st in South Carolina "The Giant of Southern Skies" *again* gets top rating (by far) in *all data*, in comparison with other television stations in its home state . . . according to NCS#2

1ST in SOUTH CAROLINA

Video—100,000 Watts (FCC Maximum)
Audio—50,000 Watts
Antenna Height—1204 feet above average terrain—2,204 feet above sea level.

HERE'S THE COMPARISON

STATION	Total Homes	Television Homes	Weekly Coverage	Daily Circ. DAYTIME	Daily Circ. NIGHTTIME
WFBC-TV . . .	449,600	248,990	177,150	118,100	135,730
Station "B" . .	384,300	198,780	114,240	68,090	80,480
Station "C" . .	339,200	181,920	102,230	63,990	72,690
Station "D" . .	320,700	150,110	97,100	61,080	74,230
Station "E" . .	302,200	159,040	103,600	60,540	77,120
Station "F" . .	92,700	54,380	19,660	7,680	8,700
Station "G" . .	79,400	48,050	32,800	15,470	25,930
Station "H" . .	50,300	24,620	12,360	3,920	4,740

NBC NETWORK

For information about NCS #2, and for rates, availabilities and assistance, contact us or your nearest WEED man.

Channel 4
WFBC-TV
Greenville, S. C.

Affiliated with WFBC-AM & FM
NBC Affiliate
Represented by Avery-Knodel, Inc.

Represented By
WEED TELEVISION CORP.

ON ALL ACCOUNTS

Roger C. Bumstead

TO the average American, the name "Bumstead" conjures up the image of a comic strip and television character named Dagwood; a bumbling, ineffectual, screaming male surrounded by Daisy, her pups and hero sandwiches. But to "the friendly men who sell Good Humors," "Bumstead" has a triple-S meaning: service, skill and savvy.

The owner of that name, 30-year-old Roger Crane Bumstead, is not only Good Humor's account executive at MacManus, John & Adams, New York, but also serves as MJ&A's New York media director. As such, he has all media responsibilities on the account roster handled in New York: Garrett & Co.'s Virginia Dare wines, White Rock Corp.'s sodas, Noxzema's shaving creams, S. A. Schonbrunn's Medaglia d'Oro "Espresso" coffee, Riggio Tobacco Co.'s Regent cigarettes, S. B. Thomas' bread and muffins, Ceribelli & Co.'s Brioschi anti-acid, Charles Pfizer & Co., and *U. S. News & World Report*.

In addition, he gets in on the broadcast planning for Pontiac Motors, Dow Chemical Co. and Minnesota Mining & Mfg. Co. ("Scotch" brand tape). Nearly all are broadcast media users emphasizing spot.

Mr. Bumstead's current problem seems to be finding availabilities on major market radio stations, a task made hard by the radio "boom." "These stations," he says, "seem to forget that we used them very heavily during their so-called doldrums a few years ago."

OTHERS—notably Good Humor's president, David J. Mahoney—don't forget Mr. Bumstead that easily. Mr. Mahoney regards MJ&A's Bumstead as "a big guy" and well he ought to know. As head of his own agency, Mr. Mahoney in 1954 hired Mr. Bumstead as his media director, working with him up through last summer, when the Mahoney shop was dissolved after the former assumed the reins of Good Humor.

"The man's definitely a 'comer,' " declares another one of Mr. Bumstead's business associates. There can be little doubt. Eight years ago, fresh out of college (Syracuse and New York U.'s), Mr. Bumstead began at the Katz Agency as a statistician in the station representative company's accounting and research department. In November 1951 he joined Maxon Inc. as a timebuyer. Shortly thereafter he moved up to assistant radio-tv business manager where he remained until leaving that agency in 1954.

A bachelor and a non-conformist (he wears pink shirts when pink shirts are *passe*), Mr. Bumstead makes his home in Greenwich Village and maintains a lair that is filled to the ceiling with high-fidelity sound equipment and a mammoth record collection.

primary radio coverage in Milwaukee requires

WEMP audience

5000 watt power at 1250 k.c.

Yes . . . there are other good radio stations here, and the audiences they deliver also demand your consideration. But . . . if your budget permits the use of only a single station, our low cost per thousand listeners with an ABILITY TO BUY must single us out. And if you're buying a combination of stations, our percentage to total listening indicates we're the BASIC BUY . . . to be supplemented by these other audiences for more nearly perfect coverage.

KEY ENTERTAINMENT STATION

BIG 7 RADIO PERSONALITIES: Records round the clock . . . 24 hours a day, seven days a week . . .

SPORTS: Live Play-by-play Milwaukee Braves Baseball; U. of Wisconsin Football and Basketball; Green Bay Packer Football; special sports events, 11 sportscasts daily.

32 NEWSCASTS DAILY: Gathered and edited by 6-man WEMP news department from UP news wire, UP sports wire, 2 mobile units, special state correspondents, U. S. Weather wire, Police and Fire Department radio, regular daily telephone contacts.

represented wherever you live by Headley-Reed

Biggest Twin Cities traffic jams are in store aisles—downtown, uptown, wherever WLOL's Big 5 disc jockeys say "GO!" The local businessmen know that and they'll tell you that WLOL-delivered crowds reach **first** for WLOL-sold brands.

The Big 5 are reaching 72.5% of homes in Minneapolis, St. Paul and environs every week (Cumulative Pulse Audience). Conclusive proof that WLOL is your best cost-per-thousand buy!

WLOL

Top Independent Radio in
MINNEAPOLIS • ST. PAUL
1330 on the dial 5000 watts
LARRY BENTSON, President
Wayne "Red" Williams, Mgr.
Joe Floyd, Vice-Pres.

Represented by
AM RADIO SALES

N. J., N. Y. Solons Report Via Tv

NEW public service program being carried on WCBS-TV New York (Sat., 2:30-3 p.m. EST) and WCBS New York (Sat., 7:30-8 p.m. EST), every week, features congressmen whose constituents live in the New York and New Jersey areas covered by the stations. The program originates live in Washington and includes the 41 congressmen and four senators eligible to participate. The legislators take the opportunity to report to the people they represent, discussing matters of vital interest before the Congress, with special emphasis on legislation and plans of community concern. CBS newsman Stuart Novins serves as moderator.

KYW to Help Crippled Children

A YEAR-ROUND program designed to benefit crippled children in the Cleveland area, *Operation Weskid,* has been started by Wes Hopkins, disc jockey at KYW Cleveland. To give assistance to the Easter Seal Drive this month, Mr. Hopkins will concentrate all reports and appeals on his daily show. A "Weskid," representing the crippled children, has been chosen, and will appear on the show. During the year, remote broadcasts will be made from clinics, schools, and camps for crippled children. Once a month he will take the children on a trip or tour.

KRON-TV Finds Lost Children

OAKLAND police turned to KRON-TV San Francisco when parents of three Oakland girls, aged 4, 8 and 11, reported them missing from their homes. The station immediately aired descriptions and requested information as to their whereabouts. When a woman reported seeing them on a bus headed for San Leandro, it was a routine matter for police to round them up. Such announcements are part of KRON-TV's "Neighbor in Need" system, under which qualified public agencies may phone emergency requests.

KFWB Provides Traffic News

FOR the benefit of area motorists, KFWB Los Angeles has originated a bulletin service on traffic congestion problems. Special equipment will give KFWB a direct line to traffic authorities, with actual broadcasts to be made by the station's newscasters.

KDKA-AM-TV Aids Ball Player

THE "Carl Ide Fund," to help defray the medical expenses of a Geneva College football player, who has been in a coma since September, has passed the $12,000 mark. Newscasts by KDKA-AM-TV Pittsburgh, along with the CBS *Strike It Rich* program [B•T, March 18], helped build the fund, the station said.

KDYL Features 'Decisions, 1957'

KDYL Salt Lake City, cooperating with the Foreign Policy Assn. of America and the U. of Utah, is presenting programs of comment and opinion on foreign policy problems. The series, *Decisions, 1957,* features members of 28 civic groups as participants.

WLAG
FOR AUDIENCE DOMINATION
WLAG
FOR PROMOTION
WLAG
FOR MERCHANDISING
WLAG
FOR SHOWMANSHIP
WLAG
FOR RESULTS

WLAG
for
LaGrange, Georgia

Indie Sales or
Dora-Clayton Agency
for availabilities!

FIVE TIMES
MORE POWERFUL!

New daytime power increase gives WSLS 86% more coverage than ever before . . . more area than any other radio station in Roanoke by 62%.

NOW
22 COUNTIES
•
½ MILLION POPULATION
•
$700 MILLION
CONSUMER SPENDABLE INCOME

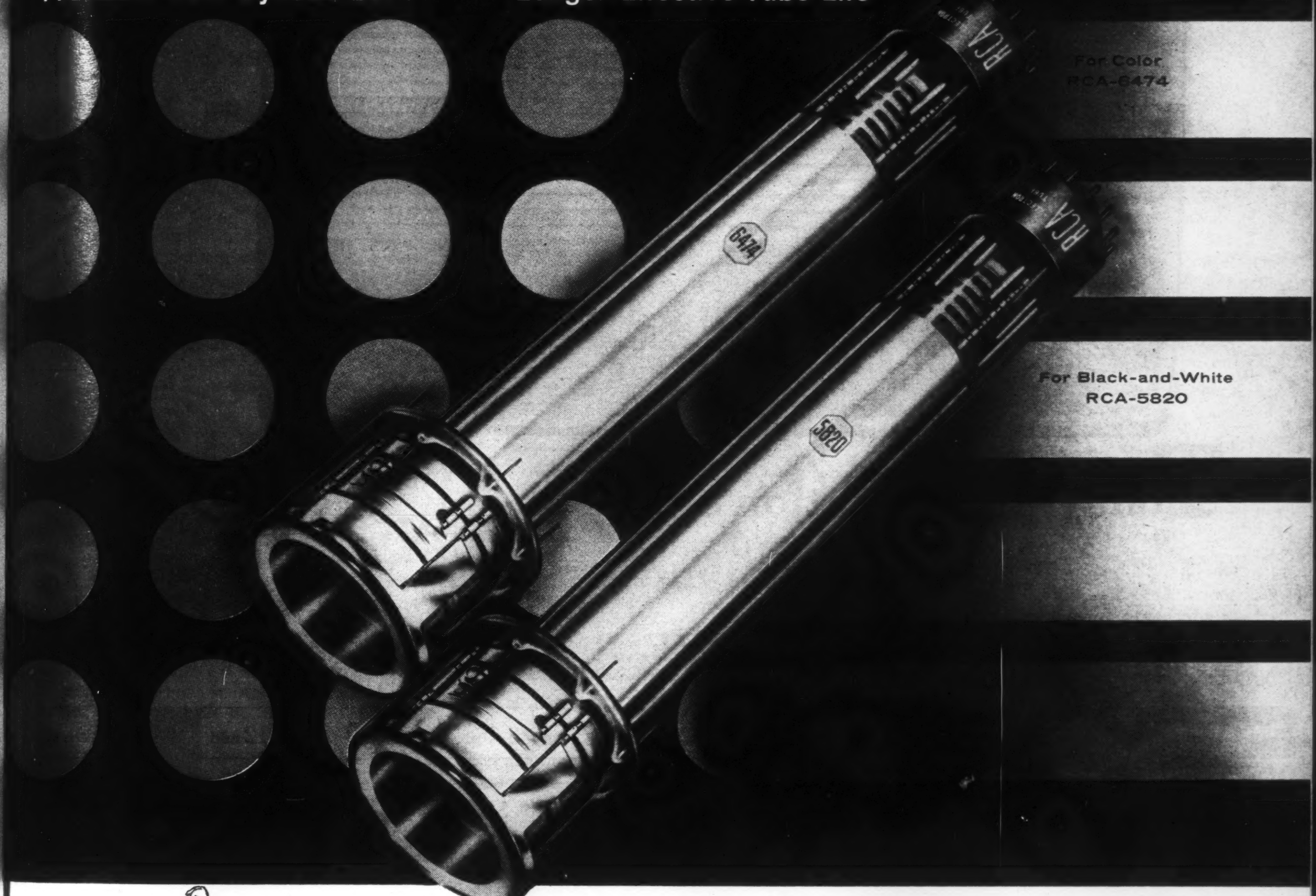
WSLS
610 KC
Roanoke, Virginia
Call Avery-Knodel

5,000 WATTS!

Another RCA Advancement in Image-Orthicon Development

SUPER-DYNODE

Freedom from Dynode Burn · · · Longer Effective Tube Life



RCA, pioneer in the development of Image Orthicons, announces SUPER-DYNODE design—a major camera tube advancement that (1) improves picture quality, (2) simplifies camera-chain operation, and (3) lengthens effective tube life.

In black-and-white TV-camera operation, for instance, the new SUPER-DYNODE RCA-5820 substantially reduces dynode texture during "low-key" scenes and "mood" shots. In color TV-camera work, for example, SUPER-DYNODE RCA-6474's save adjustment time on dark-shading, reduce color shift in dark areas, and make it possible to set decelerator grid voltage at the best value for highlight uniformity—throughout the useful life of the tube.

RCA-5820's and -6474's with the new SUPER-DYNODE design are directly interchangeable with all previous RCA-5820's and -6474's—without change in camera circuitry. You install an RCA SUPER-DYNODE Image Orthicon—and you're ready to shoot. No stabilizing runs to bother with. No dynode burn-off required.

SUPER-DYNODE RCA-5820's for black-and-white are already available at your RCA Tube Distributor. SUPER-DYNODE RCA-6474's for color will be available soon. For technical details on RCA Image Orthicons, write RCA, Commercial Engineering, Section D-13-O, Harrison, N. J.

Advantages of SUPER-DYNODE

For black-and-white

- Less dynode texture in "low-key" scenes

For color and black-and-white

- Easy to adjust dark-shading
- More uniform picture background
- Decelerator-grid voltage can be set at optimum value for highlight uniformity—throughout tube life
- Minimum undesirable background texture in low-light areas
- Cleaner colors in the dark areas

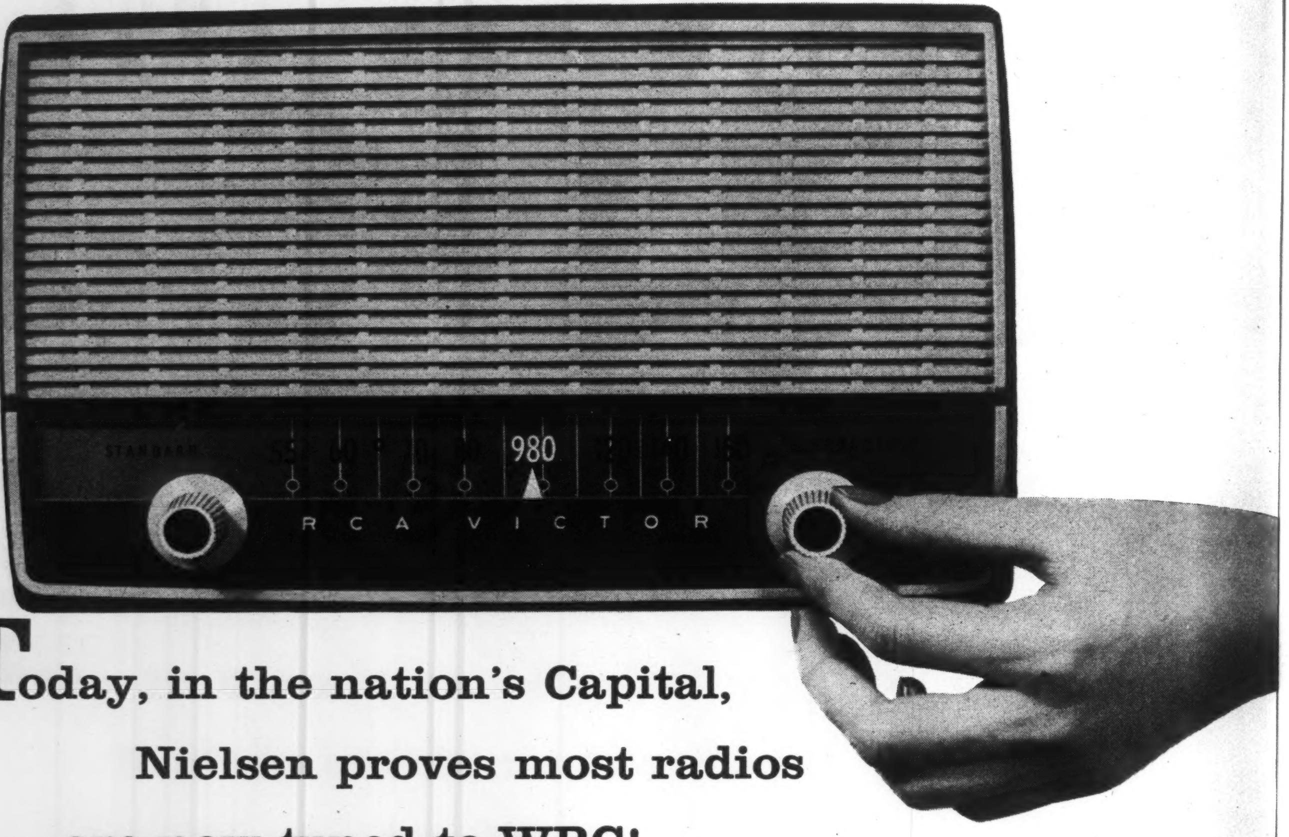
Improved efficiency

- No dynode stabilizing time needed
- No dynode burn-off required
- Longer tube life than ever

RCA®

CAMERA TUBES FOR TELECASTING

RADIO CORPORATION OF AMERICA • Tube Division Harrison, N. J.



Today, in the nation's Capital, Nielsen proves most radios are now tuned to WRC!

	MONDAY THRU FRIDAY				SUNDAY THRU SATURDAY		TOTAL WEEK
TIME PERIOD	6-9 am	9-12 noon	12-3 pm	3-6 pm	6-9 pm	9-12 mid.	6 am-12 mid.
WRC SHARE OF TOTAL STATION AUDIENCE	40%	26%	20%	33%	48%	33%	33%
WRC RANK	1st	1st	2nd	1st	1st	1st	1st
WRC ADVANTAGE OVER 2ND STATION	+63%	+62%	—	+28%	+88%	+46%	+32%

NSI Report—Washington, D. C., Area—January 1957

In Washington's 17-radio-station-market, such an overwhelming vote of confidence carries over in force to WRC-advertised products. Let WRC Radio speak for *you* in the nation's booming Capital!

the NEW speaker of the house

WRC · 980

SOLD BY NBC SPOT SALES

WASHINGTON, D.C.

BROADCASTING TELECASTING

Vol. 52, No. 15 APRIL 15, 1957

WEAVER TELLS ABOUT HIS 'NETWORK'

• Custom-tailored programming will aim for major markets

• Surprise innovation: he may seek to use educ. channels

A NEW tv broadcasting service was proposed last week by Sylvester L. (Pat) Weaver Jr., who broke silence on his future plans for the first time since parting company with NBC last September.

Essentially, the Weaver plans follow the skeleton outline provided by B•T a month ago [B•T, March 18].

As "pay as you go" tv, Mr. Weaver's "Program Service" would feed programs, mainly live and at first generally in the East and perhaps as far west as Chicago, to independent tv stations in 15 cities. But, he indicated, a program would not be scheduled unless it was sold to an advertiser.

Mr. Weaver's re-entry into the tv program tournament was accompanied by thrusts at the networks, alleging they were not able to do their job for the public because of internetwork warfare based on program ratings and high costs which bar many advertisers from entering the field.

An unexpected bombshell thrown by Mr. Weaver—fragments of which may well cause as much shock in other segments of the broadcast industry as his broadside against the networks—was a statement that his service may be able to use educational outlets in major cities [see EDITORIAL, page 138].

Mr. Weaver revealed that he hopes to be on the air with a daytime program sometime in the fall, but noted that he has not as yet completed any transaction. Thus far, Mr. Weaver and his associates have not incorporated. The Weaver group is made up of Mr. Weaver; Fred Wile Jr., former NBC vice president in charge of tv programming on the West Coast, and Giraud (Jerry) Chester, former NBC-TV daytime programming executive.

But, reported Mr. Weaver, while he has had talks with producers, talent agencies, advertising agencies, advertisers and stations, and while there is much interest and enthusiasm, "the hand extended" in warm friendship "is not bright green with money."

The former NBC president and board chairman, however, saw no financial difficulties in getting the service off the ground providing he can sign up advertisers. He said he did not need a heavy investment to start the service for, unlike a network, a program servicer doesn't own facilities. He explained that people are used to feeling that money is all important, because a network has so much of it and "has so much profit."

This is not the "tube and coil" business, Mr. Weaver reminded newsmen who questioned him Wednesday in a two-way radio news conference linking Seattle and New York. The newsmen queried Mr. Weaver before his address was delivered that night to the Seattle Advertising & Sales Club.

WORD-WEAVER

THE MAN generally associated with contributing the term "spectacular" (one-shot or special high-budgeted show of more than one hour) and other words such as "telementary" (program that tells a story in documentary fashion) to tv's lexicon came up with two more terms last week. For tv's glossary, former network executive Sylvester L. (Pat) Weaver Jr. proposes "mesmoronizing" and "metrocasting."

To newsmen, curious particularly about "mesmoronizing," Mr. Weaver explained at some length that he was talking about an hypnotic (mesmeric) effect in network tv programming that is aimed at "moppets, morons and idiots who will look at anything." Thus, with this type of mediocre programming, the networks are "mesmoronizing" or "degrading" a segment of the U. S. population, to summarize Mr. Weaver.

"Metrocasting" was the term used by Mr. Weaver to described his new "Program Service"—that is, telecasting to major or metropolitan markets or cities via independent stations.

Mr. Weaver felt his only product is service, and the servicer does not have to buy anything—no stations, no studios, no cameras, etc. Thus, he explained, no "vast capital commitments" are involved, and for the product all ingredients will be contracted for and facilities leased. In some cases, he envisioned various stations in the lineup being used for originations.

And, although he has had talks with people about the possibility of arranging for personnel, any such hiring would be "moderate."

He indicated he would actively press for use of educational tv stations if and when necessary, asserting:

"Where good programming should be carried, and where the FCC regulations limiting commercial identification would prevent people from seeing, say, the classics, or any of the news and information projects, I shall certainly appear in Washington to ask for a change in the regulations."

Educational channels operate on the premise of educating people and not selling goods, Mr. Weaver acknowledged, "but where we can combine education with limited kinds of commercial impact, I do not believe we should run screaming because a law or regulation exists."

The attempt to break through the educational station barrier would entail markets having three or fewer commercial stations, perhaps such markets as Boston and Pittsburgh, or others where there is a "jam-up" in facilities to carry his service.

At the Seattle dinner, Mr. Weaver was introduced by Senate Interstate & Foreign Commerce Committee Chairman Warren G. Magnuson (D-Wash.), who appeared on film. A report circulated later in the week that Sen. Magnuson would be an investor in Mr. Weaver's project. The senator flatly denied it, saying, "What would I be doing mixed up in a thing like that? I've got enough troubles of my own around here."

Asked what he thought of Mr. Weaver's proposal to use educational stations, Sen. Magnuson said that as far as he is concerned "nobody's going to use them" on a commercial basis until "it's proved they can't be used the other way." It's up to the FCC to decide, he said, but added, "We set aside those channels to be used for educational purposes."

Program Service would place on the air only those shows which are sold. Exceptions might be programs designed for multiple participations, thus some part of a program could be on a station or stations on a sustaining basis. Programs also might be bought by stations for resale.

Mr. Weaver pointed out that under his plan no national "distribution"—such as that of a network—would exist and that all programs would be played without option hours since his service would not be a conventional network.

Asked which of the various program ideas would be the first to appear on tv, Mr. Weaver frankly didn't know and guessed that the first one sold to an advertiser would be the first one on. He also felt that the service would be extended to the West Coast in time.

That he seeks a pay-as-you-go formula for the advertiser and for his service was indicated by his comment at one point that "it will take time, perhaps several years, before all our plans can flower."

Other highpoints of the Weaver conference-speech:

- The service is aimed primarily for tv independents, but will be available to network-affiliated stations and, if possible, educational stations where needed. On independent v's alone, 15 major markets can be covered, or nearly half of the population of the U. S.
- Bonus arrangements would be made with stations carrying Program Service shows, but no agreements would be made with stations on "option time" along the network pattern.
- Agencies in general have shown "good reaction." Advertisers are being told the service can provide a select audience for less cost than on a network, and as an alternative to national spot (which actually doesn't buy a program).
- Although the service for the most part would be live, film could be used, depending on the program producer's decision.
- A "fourth network" is ruled out. The blueprint is to set up about 15 independents with the stations receiving more money than they would from a network sale. Since no "network limitations" would be involved, it is believed that the time rate could be justified because an audience of 3-4 million could be attracted by "all types" rather than "limited" programming.
- In buying the Program Service lineup, an advertiser invests much less than on a full network show and if the program is a failure, the advertiser has that much less to lose. If it is a success, the show can be extended at still a lesser cost than on a regular network.

Mr. Weaver said he would supply "genuine alternatives" to the tv network offerings, charging that all three are scrambling for ratings—"the networks will fight among themselves [in the future] for the largest share of the heavy viewer audience, and drop news, spectaculars and other event-type programming, cut down in live drama and go to westerns, kid shows, trivia, crime shows and the like."

He asked: "Are we 'mesmoronizing' large audiences to an ever declining percentage of all people in all homes?"

Mr. Weaver said that he could put *Ding Dong School* (now off NBC-TV) on the air in 14 major markets reaching 40% of all tv sets for $25,000 gross, commissionable for five half-hours, comparing this to NBC's sell-out of the show last summer via 10 quarter-hours on 55 basic stations for more than $160,000.

Since he doesn't have to "beat *Lassie*" to succeed for his advertisers, Mr. Weaver said his service would have a "tremendous" advantage over the networks and that he could deliver to advertisers "a small circulation in television" about the size of an issue of *Life* magazine.

He hit directly at the existing network-advertiser relationship, because the network "at network prices, with must-buy basics, or the minimum list or minimum dollar buy, or whatever forced-buy procedure is used," cannot give the major trademark brands (which he called the base of all advertising revenue) "enough frequency, continuity and impact in the great bellwether markets."

But later in his talk, Mr. Weaver, who at still another point characterized network thinking as "carbon copy and stereotyped," said he would expect the networks' attitude toward his plan to be "friendly, encouraging, indeed enthusiastic."

The networks' happiness, reasoned Mr. Weaver, would be forthcoming because his service would answer "continually recurring charges and investigations on matters of monopoly, too much power over station programming, too much power over advertisers, too much power over the artists and creators, the combination of both production and exhibition phases of the business, and so on."

ADVERTISERS & AGENCIES

AAAA CONVENTION EXPECTS 625

ANNUAL meeting of the American Assn. of Advertising Agencies, April 25-27 at the Greenbrier in White Sulphur Springs, W. Va., expects record attendance of some 625 member agency people and invited guests. The convention will mark the 4-As' 40th year.

Events on Thursday, April 25, for member agency people only, will open with a morning executive and business session, including the election of new officers and directors. Thursday afternoon will be devoted to three concurrent group meetings for the discussion of agency management problems.

Media and advertiser guests will join in the meeting starting Friday morning, April 26, with welcome to guests extended by the chairman of the 4-A board of directors, Robert D. Holbrook of Compton Adv., New York. AAAA Vice Chairman Melvin Brorby of Needham, Louis & Brorby, Chicago, will then preside for a series of three talks on creative subjects.

The creative process and new trends in agency creative work will be examined by C. L. Whittier, formerly chairman of the plans board for Young & Rubicam and author of *Creative Advertising,* and Whitman Hobbs of BBDO. Creativity in television will be the subject of John H. Baxter of Earle Ludgin & Co., Chicago, speaking on "How Creative Have We Really Been With Tv Commercials?"

Walter Buchen of the Buchen Co., Chicago, member of the 4-A operations committee, will preside for the second part of the Friday business session, introducing two speakers. Everard W. Meade, author and teacher of advertising in the graduate school of the U. of Virginia, will discuss, "Will the Mona Lisa Sell Soap?", examining whether advertising can draw on the fine arts to create more individuality and character in advertisements. Dr. William Menninger of the Menninger Foundation, Topeka, Kan., will conclude the morning session, discussing "Mental Health of the Executive."

Friday afternoon will feature a 4-A golf tournament and other sports under the direction of Lendell A. Layman of Henry A. Loudon Adv., Boston. The annual dinner Friday evening will hear Arthur Larson, director of the U. S. Information Agency, discussing "From Propaganda to Mutual Understanding."

J. Davis Danforth of BBDO, New York, member of the 4-A operations committee, will preside for the first part of the business session on Saturday morning, introducing three speakers. Albert W. Frey, professor of marketing in the Amos Tuck School of Business Administration at Dartmouth College, will tell how he is proceeding on "The ANA Study of Agency Functions, Practices and Methods of Compensation." Walter B. C. Washburn of Young & Rubicam, New York, will talk on "Advertising—Good Citizen," showing methods and materials used and the results obtained in Young & Rubicam's volunteer "Keep New York City Clean" campaign. Theodore S. Repplier, president of the Advertising Council and chairman of the advertising subcommittee of President Eisenhower's People-to-People Committee, will speak on "We, the People, and the Idea War."

George C. Reeves of J. Walter Thompson Co., Chicago, member of the 4-A operations committee, will preside for the final session Saturday morning. Fred Hecht, national retail sales and merchandise manager, Sears, Roebuck & Co., will discuss "How and Why Sears Is Using National Advertising." "Interurbia—The Changing Face of America," a presentation developed by J. Walter Thompson Co. on urbanization trends and their marketing significance, will conclude the program. Taking part in the presentation will be Norman Strouse and William C. McKeehan of JWT, New York, and William H. Whyte Jr., assistant managing editor of *Fortune* magazine.

The premiere showing of "The Man Who Built a Better Mousetrap," a new Technicolor motion picture on the function of advertising, will be shown Saturday morning before the business session. Wesley I. Nunn, advertising manager of the Standard Oil Co. (Indiana), Chicago, will introduce the film.

To be shown at various times is a collection of outstanding television and film commercials selected by the 4-A committees on improvement of advertising content and television and radio administration. Also displayed at the meeting will be a preview of the 36th annual exhibition of art and design, arranged by the Art Directors Club of New York and to be shown at the Waldorf Astoria in the late spring.

Slenderella Sets Radio To Introduce New Bread

SLENDERELLA International, Stamford, Conn., which is dedicated to the lofty principle of tightening waist belts, is bustin' out all over. Already waxing corporately fat by maintaining slenderizing salons all over the world [B•T, June 4, 1956], the chain next month plans to introduce—via a spot radio test campaign—a new enriched bread under the Slenderella brand. It will be baked by General Baking Co. franchisers along the formula lines of GB's "Lite-Diet" bread now being advertised through Emil Mogul & Co.

The new product will be introduced in Detroit the middle of May via a 13-week radio-only drive in that city. The next step, it was learned, will be a 3-6 month test campaign in various spots throughout the country, again using only radio. (Television may be eventually used, though only after the bread has achieved nationwide distribution.)

The figure-proportioning chain also is understood to be negotiating with several other major food manufacturers for various Slenderella-backed items. Also upcoming are plans—this fall—to publish a cookbook through G. P. Putnam's Sons, production of a Slenderella doll, and licensing of Slenderella-brand girdles, bras and bathroom scales.

To accommodate this frantic new activity, Slenderella is said to be setting up a new wholly-owned company which would work outside the salon sphere of operations. The agency assigned to service advertising for the products will continue to be Management Assoc. of Connecticut, Stamford, Slenderella's present agency.

Additionally, Slenderella President Larry L. Mack will open the male counterpart of his slenderizing salons. The first few shops should be in operation late this year, and to launch the "Slenderfella" salon (working title only), the agency will again turn to spot radio. However, it's expected that the firm's entire advertising strategy will have to be realigned, shifting the emphasis from daytime radio (for the housewife) to nighttime radio.

Bates Raises Douglass; Pinkham Heads Radio-Tv

JAMES C. DOUGLASS, vice president and director of the tv-radio department, becomes a senior vice president of Ted Bates & Co., while Richard A. R. Pinkham, vice president in charge of advertising, NBC, joins the agency as vice president and director of tv-radio department, reporting to Mr. Douglass, it was announced last week by William H. Kearns, president.

MR. DOUGLASS

MR. PINKHAM

Mr. Pinkham's position at NBC has not been filled. The post is in the department headed by Ken Bilby, vice president in charge of public relations.

Mr. Douglass joined Bates in 1953 in the then newly created job of director of radio and television and was elected a vice president in 1955.

Before joining Bates, Mr. Douglass was vice president in charge of radio and television for Erwin Wasey Co., and prior to that was director of television for Colgate-Palmolive Co. He was with George Patterson Inc., in Australia prior to joining Colgate.

Mr. Pinkham had been with NBC since 1951 when he joined as manager of planning for NBC-TV. He executed the concept of participating programs on a network basis as executive producer of *Today*, *Home* and *Tonight*. As vice president in charge of the program department for NBC, he was largely responsible for the reprogramming of the network's daytime television lineup. In the fall of 1954 he was promoted to vice president in charge of participating programs, six months later was named vice president in charge of tv network programs and then to vice president, advertising.

A graduate of Yale U., Mr. Pinkham was a copy writer for Time Inc. and then assistant promotion manager of *Fortune* magazine. He was director of advertising and publicity for James McCreery Co. and in 1940 joined Lord & Thomas, as an account executive. After five years in the Navy he came out as a lieutenant commander and joined the *New York Herald Tribune* as director of circulation.

COLORCASTING

The Next 10 Days
Of Network Color Shows
(All times EST)

CBS-TV

April 16, 23 (9:30-10 p.m.) *Red Skelton Show*, S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk Co. through Gardner Adv.

April 17, 24 (8-9 p.m.) *Arthur Godfrey Show*, participating sponsors and agencies.

April 19 (3:30-4 p.m.) *Bob Crosby Show*, participating sponsors and agencies.

NBC-TV

April 15-19, 22-24 (1:30-2:30 p.m.) *Club 60*, participating sponsors and agencies.

April 15-19, 24 (3-4 p.m.) *Matinee Theatre*, participating sponsors and agencies.

April 15, 22 (8-8:30 p.m.) *Adventures of Sir Lancelot*, Whitehall Pharmacal through Ted Bates and Lever Bros. through Sullivan, Stauffer, Colwell & Bayles.

April 15, 22 (9:30-10:30 p.m.) *Robert Montgomery Presents*, S. C. Johnson & Son through Needham, Louis & Brorby and Mennen Co. through Grey Adv.

April 17, 19, 24 (7:30-7:45 p.m.) *Xavier Cugat Show*, sustaining.

April 17, 24 (8-8:30 p.m.) *Masquerade Party*, particpating sponsors and agencies.

April 16, 23 (8-8:30 p.m.) *Arthur Murray Party*, Speidel through Norman, Craig & Kummel and Purex through Weiss & Geller.

April 17, 24 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods Co. through J. Walter Thompson Co.

April 18 (10-11 p.m.) *Lux Video Theatre*, Lever Bros. through J. Walter Thompson Co.

April 19 (8:30-9 p.m.) *Life of Riley*, Gulf through Young & Rubicam.

April 19 (9-10 p.m.) *Chevy Show*, Chevrolet Motors through D. P. Brother & Co.

April 20 (8-9 p.m.) *Perry Como Show*, participating sponsors and agencies.

April 21 (2-4 p.m.) *NBC Opera Theatre*, presenting "La Traviata," sustaining.

April 21 (9-10 p.m.) *Goodyear Playhouse*, Goodyear Tire and Rubber Co. through Young & Rubicam.

TV CALLED TOP CAMPAIGN MEDIUM

- **It's credited with erasing Ike's health as issue in '56**
- **Republican PR man lauds its value in conference talk**

TELEVISION undoubtedly was "the most effective medium in the 1956 campaign" because President Eisenhower's tv appearances eliminated his health as an issue, a former Republican campaign official told an intercollegiate conference on political parties held at the U. of Maryland.

Appearing on a four-man panel before students and faculty members from political science departments at 14 Maryland area universities and colleges, L. Richard Guylay, former public relations director for the Republican National Committee, told the group:

"Frankly, we were concerned about the issue of President Eisenhower's illness . . . but after 20 million people saw the President on tv, any talk of his health as an issue vanished as the campaign progressed."

The discussion session was held under the auspices of the Citizenship Clearing House, an affiliate of the New York University Law Center supported by the Ford Foundation. Others appearing on the panel were Jack F. Christie, tv and radio director for the Democratic National Committee; Lawrence Laurent, radio-tv columnist for *The Washington Post* (Washington, D. C.), and Col. Charles A. H. Thomson, senior staff member for the Brookings Institution.

Mr. Guylay praised the television networks for their efforts in keeping down tv costs in the '56 campaign. He said costs of both the Republican and Democratic National Committees were lowered by:

- Selling prime network time to the committees "way in advance" of the campaign. (First meeting between Republican campaign officials and network representatives was held in June 1955, Mr. Guylay noted.)
- Saving "very heavy" pre-emption charges which had been paid to the networks for prime time in the '52 campaign. (The pre-emption charges were by-passed because of early sales of network time, Mr. Guylay said.) "For the same amount of money (nearly $2 million spent by the Republican committee for network radio-tv time for the national election), we reached more than twice as many people as we had in '52," he added.
- Compressing regular top half-hour shows into 25 minutes, and selling the last five minutes time to the party committees.

Terming the shortening of regular network shows (his own idea) a "piggy-back schedule," Mr. Guylay said the five-minute periods were "the biggest bargain ever purchased in any campaign. Why, we were 'hitchhiking' on the big network programs —these shows delivered built-in audiences for us."

"All three networks realized the advantages of giving us time at the end of their prime shows," he said.

Mr. Guylay also noted that the great use of television resulted in the tremendous landslide vote in the national election.

"If I had to spend the $2 million again in a future campaign, I would gladly do so for it was money well spent," he concluded.

Mr. Christie noted that the Republican Party was better organized with its television schedule than were the Democrats. He attributed this to the Republicans' advance planning, and "our lack of funds."

The Democratic campaign official declared that "many times Gov. Stevenson did not know in advance whether he was to appear on television or not. One can't be expected to do a good job under such pressure."

Presidential candidate Stevenson was "too tightly scheduled in the campaign," Mr. Christie added. "Small precinct meetings may have to be sacrificed in the future to provide for adequate television preparation."

Fox Talks on Ad Plans To Introduce Edsel Car

ADVERTISEMENT for the introduction of Ford Motor Co.'s new Edsel automobile this fall is "unique" in terms of "the sheer magnitude" of the total job it must perform, Eldon E. Fox, Edsel advertising manager, asserted last Wednesday.

Addressing the Chicago Direct Mail Day luncheon at the Morrison Hotel, he estimated that by the time the new Edsel is unveiled, Ford will have spent over $250 million for designing, styling, engineering and marketing the automobile, with dealers investing additional millions.

Observing the need for developing advertising techniques "under wraps," Mr. Fox pointed out Edsel will not be able to avail itself of pre-testing of appeals, media and format.

Edsel advertising, he said, must assist in securing dealers, indicate location of dealers, help provide meaning to the identifying leadership symbols and signs and help demonstrate solidity and worth of dealers. Secondarily, it must introduce the car, "nationally and simultaneously"; position the car on price and social values; explain its styling, features and engineering; and "sell the car so that you will go buy it at your Edsel dealership."

Although not all of Edsel's advertising campaign is known, it has been revealed that Foote, Cone & Belding, Edsel's agency, is planning a television spectacular. Milberg Productions Inc., producer of Hallmark's *Hall of Fame* tv series, will produce it to introduce the Edsel. Talent will be based on Milberg's recommendations and negotiations are underway with networks for a time and date. The Edsel advertising allocation is understood to be in the $10-$15 million range at present. Mr. Fox noted the overall budget has been pre-computed through 1960. He further observed:

"Other automobile advertising in the fall of 1957 will have as its sole burden helping to maintain or increase their share of market. Edsel advertising must establish a 'share of mind' which must precede a share of market. Share of mind for the Edsel will begin with the awareness of the Edsel and its dealers. Awareness must quickly become acceptance, and acceptance must build up solidly into preference. Other automobile advertising in the fall of 1957 will be announcing new models. Edsel advertising will be introducing a new and completely unknown car."

AIRLINE LIKES 'MUSIC'

TESTIMONIAL to the effectiveness of its sponsorship of the *Music Til Dawn* all night radio program on nine stations throughout the country was highlighted last week by American Airlines in its annual report to stockholders. The report said some 3.3 million families listen to the program each week, creating "good will and favorable public relations." The company mentioned that "a large percentage of letter writers indicate they fly American Airlines . . . 85% of these because of *Music Til Dawn*. Gross revenue in 1956 was reported at $291,452,866 as against $260,756,657 in the previous year. Net earnings were $19,572,713 compared to $18,609,281 in 1955.

Motivation Analysis Inc. Opens New Program Research Service

TO ANALYZE all factors which make for success or failure of programs and then recommend practical ways to raise their ratings, Motivation Analysis Inc., West End, N. J., has launched a new research service for the radio and tv industry.

In announcing the new program service, Dr. Philip Eisenberg, president of Motivation Analysis, said:

"I am appalled at the unwarranted use of ratings as a measure of program appeal. A rating is merely an index of the size of the audience and nothing more. The true appeal of the program is only one of the elements that account for the rating."

He noted that the company already has made successful studies of key shows for NBC. "Besides the program's appeal, other factors such as the relative strength of the competition, the appeal of the personalities on the show, the atmosphere in people's homes during the time period, the success of the promotion, determine the rating," Dr. Eisenberg said.

Through depth interviews of regular and marginal viewers of a show, as well as its competition, motivation can determine the reasons for success or failure of a program, he stated.

Bell Renews 'Telephone Hour'

BELL Telephone System has renewed sponsorship of *The Telephone Hour*. The program will begin its 18th year on NBC Radio. Renewal order was placed through N. W. Ayer & Son.

Tintex Drops Radio, 'Discovers' Television

PARK & TILFORD's Tintex, which on March 4 launched a 13-week radio spot campaign in approximately 250 markets, last week canceled the daytime campaign after only four weeks. The reason: Tintex has "discovered" the impact of television.

According to P&T's Fred Q. Swackhamer, advertising director for the toiletries and dyestuffs division, "We have decided to suspend the campaign in order to take advantage of the visualization and tremendous selling impact afforded by tv." Behind its sponsorship starting this Wednesday of NBC-TV's *Masquerade Party* is the fact that the program is telecast both in color and black-and-white, and that you can hardly sell dyestuffs without the use of color. So says P&T.

"Tintex," Mr. Swackhamer went on, "is a natural for television. It's much easier—and infinitely more effective—to show the magic-like transformation made by the dye than to talk about it." Even though most of the tv sets in the country are monochrome only, Tintex, according to P&T, can be sold "as effectively" on black-and-white as in color "since color values can be indicated."

Tintex Expands Lines

Also last week, Tintex officials made public their plans to upgrade and expand their cosmetics and toiletries line, which will leave Emil Mogul & Co. for Grant Adv. [At Deadline, April 8]. Mogul will continue on the Tintex account. In the past, P&T's fragrances have been low-priced items carried by 5 and 10 cent stores. Now, according to the division's vice president and general manager, Jack H. Mohr, "we're trying to figure out how to get back on main street—in the corner drug stores and department stores." Presently, P&T's line retails for 15 and 29 cents; in the future, it will retail in the $1 to $5 range with emphasis being placed on the $1 to $1.50 price bracket. P&T's toiletries will be expanded to include a new hair spray, shampoos, deodorants, spray toilet water and a new "quality fragrance." Overall brand name for the entire line will be Lady Tilford toiletries. Eventually, P&T hopes to add a men's toiletries line.

The account, which presently bills about $100,000, is expected to be raised to at least $1 million this year. Distribution will probably begin in July and will blanket the entire country by early October. Television will be used to introduce the new line. Meanwhile, P&T is also going ahead with plans to repackage its present low-priced Winx eye shadow and Staput lipstick products.

COMIC RELIEF TO SELL BEER FOR KNICKERBOCKER

A NEW tv commercial series of 10—different and filmed to be "talked about"—has been produced with New York agency Warwick & Legler by MGM-TV's new commercial film production organization on behalf of W&L's client, Jacob Ruppert Brewery, New York, for Knickerbocker Beer.

The pattern followed is 30 seconds filmed live-action and 30 seconds animation. Each film is self-sustained but identifiable as a series because of the actor and his antics. He is Dave O'Brien whose tumbles of movie days—fall guy through the years in MGM's Pete Smith comedy shorts—found him most often sprawled flat on his back.

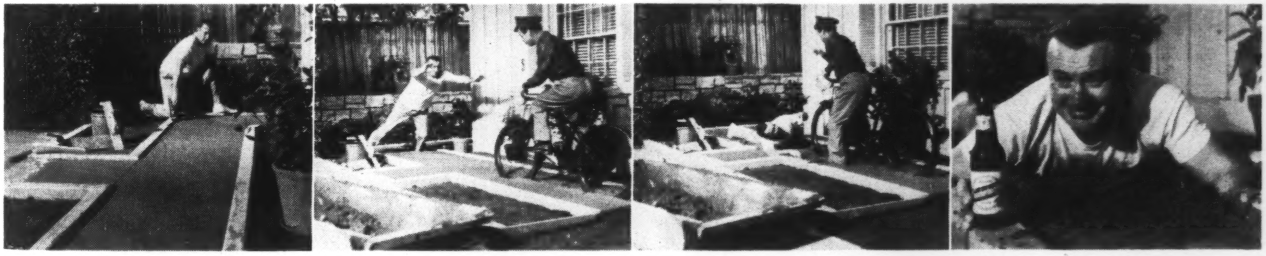
The commercials start on tv April 18, with the opening of the New York Giants' home schedule. Knickerbocker sponsors Giants baseball. They also will be used for Knickerbocker's other tv activities.

Warwick & Legler had been thinking about the competitive situation in Knickerbocker's market—the northeast section of the U. S.—and sought a way to use the beer and chuckle effect of various competitors' video commercials but at the same time emphasize the Knickerbocker theme of beer for home relaxation.

While W&L looked at its new tv advertising from the "public attention" standpoint, the agency felt, too, it wanted to stress the "visual appreciation" rather than primarily stress voice.

With the domestic comedy situation angle in mind, William P. Warwick, director of tv and radio at the agency, triggered the concept. Recalling the old Pete Smith comedies, Mr. Warwick set out on a field search—and in short order, the "circumstance" of MGM-TV's own search for its first client, brought forth a quick meeting of the minds and production was started at MGM's huge Culver City (Calif.) Studios.

Mr. Warwick authored the scripts, Mr. O'Brien (actor, ex-stunt man, writer of Pete Smith shorts and now a Red Skelton comedy writer) wrote and delivered narrations as well as acting out comedy sequences. The project's cost: approximately $50,000.

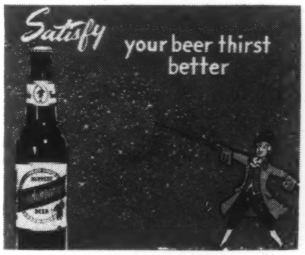


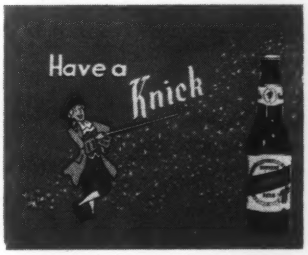
THE TECHNIQUE: All films start with a shot of a mail box marked: Knick R. Bocker. Then comes the dissolve into the situation. In one typical film (above), Mr. O'Brien has a cement walk with boards laid out. After a dissolve, he is smoothing the last surface. A telegram messenger on a bike glides into the walk. Mr. O'Brien dives into the cement in an attempt to avert disaster and the boy hands him a telegram that turns into a bottle of beer.

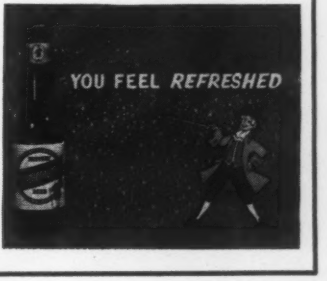
After the comedy bit, the commercial (below) focuses on the label, out of which the Knickerbocker figure steps forth to point up the jingle theme:

Satisfy your beer thirst better
Satisfy your beer thirst better
Satisfy your beer thirst better
Have a Knick
You feel refreshed
Have a Knickerbocker beer.

A five-second product tag is at the end of all the commercials.







Bankers' Use of Advertising Inadequate, Says Banker Sass

NEARLY 15,000 banks throughout the country will spend about $100 million this year in advertising but after "we've spent that $100 million the public will remain pretty much in the dark when it comes to what banks are doing."

This was the warning of Reed Sass, a vice president of the Fort Worth National Bank in Texas, to a session last week in Atlantic City, N. J., sponsored jointly by the Financial Public Relations Assn. and the New Jersey Bankers Assn. In urging more advertising by the nation's bankers, Mr. Sass described the current effort as "a feeble candle" trying to light up the darkness that surrounds banking services, and noted that three soap companies have a total $64 million budget this year for tv alone.

Frank Productions to Create Music for Y&R Commercials

YOUNG & RUBICAM, New York, has hired Frank Productions Inc., owned by composer-lyricist-publisher Frank Loesser, to supervise writing of original music and lyrics for the agency's commercials. The appointment follows the recent use of Frank Loesser's parody of his musical "The Most Happy Fella" in a commercial for White Owl Cigars.

Frank Productions, an affiliate of the Frank Music Corp., will be employed in creation and editorial supervision of slogans, jingles, campaigns, sales presentations, spot announcements, program themes on radio and television and musical background for commercial messages.

Kool-Aid Increases Tv Campaign

ADDITIONAL tv emphasis in its advertising is planned for Kool-Aid soft drink powder's campaign this year. Newest twist to Kool-Aid's campaign, which kicks off this spring in anticipation of the summer season, is the creation of four new characters—"Lion Tamer Ted," "George the Knight," "Pegleg Pete" and "Sheriff Jim" —to liven up ad copy.

Along with these characters, Kool Aid, a product of the Perkins Div. of General Foods Corp., White Plains, N. Y., will feature new jingles on *The Mickey Mouse Club* (ABC-TV) and *Roy Rogers* (NBC-TV) and on *Breakfast Club* (ABC Radio). A Perkins' spokesman said the advertising program will be the "biggest in the history" of the product, with tv reportedly receiving an increasing share of the Kool-Aid budget. Foote, Cone & Belding, Chicago, handles the account.

Chalmers Promoted at C & H

WILLIAM A. CHALMERS, manager of the Los Angeles office of Calkins & Holden, has been made vice president in charge of that branch, succeeding Harry W. Witt, who resigned to head the Los Angeles office of the new Reach, McClinton & Co. [B•T, April 1].

Mr. Chalmers, who at one time was radio-tv director of Kenyon & Eckhardt, New York, has also taken over supervision of the C&H radio-tv activities in Los Angeles formerly handled by John A. Potter, radio-tv director, who also has moved over to Reach, McClinton. C&H accounts include Litton Industries, Beverly Hills, Calif., electronics firm, on which Mr. Chalmers has been account executive; Rand Corp. and "21" Brands.

Shulton Inc. 'Delighted' With CBS-TV 'Cinderella'

SHULTON Inc., Clifton, N. J., was "delighted" with the public response toward CBS-TV's *Cinderella* musical spectacular last Sunday and is keeping a corporate eye open for other "one-shot" spectaculars. That's the word from Wesley Assoc., Shulton's agency in New York. According to officials there, Shulton, for its Old Spice shaving accessories (cream, lotion, etc.), "might be very interested" in a pre-Christmas or pre-Father's Day spectacular.

The cosmetics-pharmaceutical firm has been partial to CBS-TV. It has, in past seasons, picked up parts of Edward R. Murrow's *See It Now* programs. But this does not mean it is turning a deaf ear to overtures from other networks, the agency said. It would like, in addition to the spectaculars, to buy an alternate week, 30-minute program next season. The agency is understood to have been talking to representatives of all three networks. To date, nothing has been picked yet.

SPOT NEW BUSINESS

Bon Ami Co., N. Y., is launching campaign for its Jet-Spray Bon Ami, effective April 21, in Canada with radio and newspapers. Account is handled in Canada by Cockfield Brown & Co., Montreal.

NETWORK BUSINESS

De Soto Div. of Chrysler Corp., Detroit, renews its contract for ninth consecutive year on Groucho Marx show *You Bet Your Life* on NBC-TV, Thursday, 8-8:30 p.m. BBDO, N. Y., is agency.

Curtis Publishing Co., for the *Saturday Evening Post,* has signed as sponsor for segment of CBS Radio's *Arthur Godfrey Time* Tuesday 10-10:15 a.m. EST, for 52 weeks. Agency: BBDO, N. Y.

A&A SHORTS

J & G Television Productions Inc., Cleveland, changes name to Kravitz & Davis Adv. Agency Inc.

Don Kemper Co., Dayton, Ohio, and Chicago, has opened N. Y. office at 350 Fifth Ave., with **John Malone Jr.** as vice president in charge of office and **Michael A. Spano** as creative director. Telephone: Lackawanna 4-7730.

A&A PEOPLE

Kenneh W. Akers, president-chief executive officer, Griswold-Eshleman Co., Cleveland, elected chairman and succeeded by **Charles Farran,** vice president. **Clayton Kenney,** account executive, elected vice president-creative director. Officers re-elected include **William A. Weaver,** vice president-assistant treasurer; **Lee R. Canfield,** vice president; **John F. Davis,** secretary-treasurer, and **Ann Whittlesey,** controller.

Charles L. Fleming, account executive at Reincke, Meyer & Finn Inc., Chicago, elected vice president.

Robert Pasch, associate copy director, Ruthrauff & Ryan, N. Y., to Kenyon & Eckhardt, same city, as vice president and copy supervisor.

Robert M. Jenove, media director, Albert Frank-Guenther Law Inc., N. Y., and **Howard Liebl,** account executive, elected vice presidents of agency.

Elsworth Timberman, associate account executive, Benton & Bowles, N. Y., to Kenyon & Eckhardt, same city, as account executive.

ACTIVITY

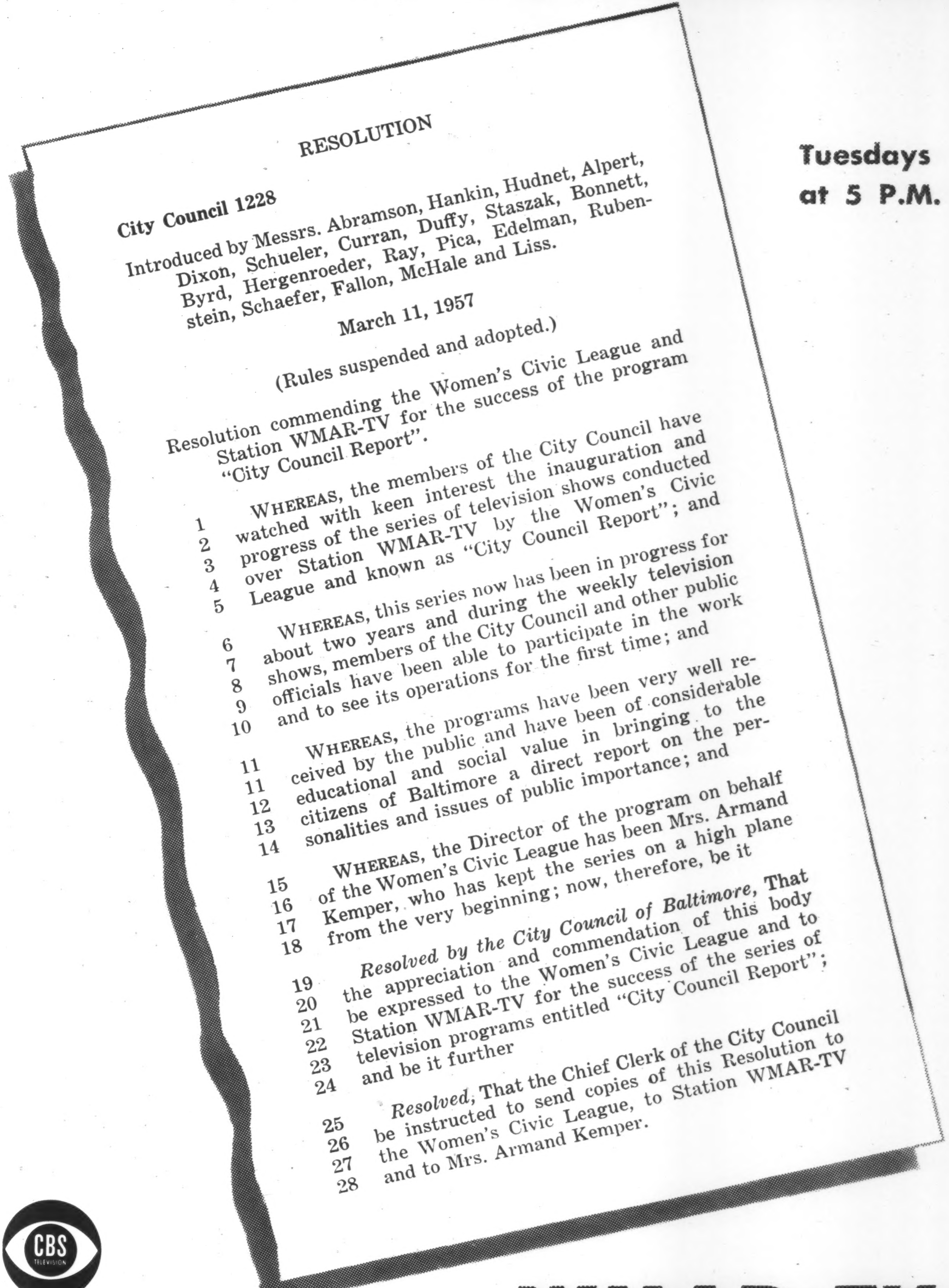
HOW PEOPLE SPEND THEIR TIME

THERE WERE 122,378,000 people in the U. S. over 12 years of age during the week, March 31-April 6. This is how they spent their time:*

67.5%	(82,707,000) spent	1,727.1 million hours	WATCHING TELEVISION
55.8%	(68,371,000) spent	989.1 million hours	LISTENING TO RADIO
82.5%	(101,086,000) spent	412.8 million hours	READING NEWSPAPERS
26.9%	(32,960,000) spent	153.8 million hours	READING MAGAZINES
22.6%	(27,691,000) spent	242.2 million hours	WATCHING MOVIES ON TV
25.4%	(31,249,000) spent	130.2 million hours	ATTENDING MOVIES

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B•T each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categoies, and shows the duplicated and unduplicated audience between each specific medium. Copyright 1957 Sindlinger & Co.

*** All figures are average daily tabulations for the week with exception of the "attending movies" category, which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.**



RESOLUTION

City Council 1228

Introduced by Messrs. Abramson, Hankin, Hudnet, Alpert,
Dixon, Schueler, Curran, Duffy, Staszak, Bonnett,
Byrd, Hergenroeder, Ray, Pica, Edelman, Rubenstein, Schaefer, Fallon, McHale and Liss.

March 11, 1957

(Rules suspended and adopted.)

Resolution commending the Women's Civic League and Station WMAR-TV for the success of the program "City Council Report".

Whereas, the members of the City Council have watched with keen interest the inauguration and progress of the series of television shows conducted over Station WMAR-TV by the Women's Civic League and known as "City Council Report"; and

Whereas, this series now has been in progress for about two years and during the weekly television shows, members of the City Council and other public officials have been able to participate in the work and to see its operations for the first time; and

Whereas, the programs have been very well received by the public and have been of considerable educational and social value in bringing to the citizens of Baltimore a direct report on the personalities and issues of public importance; and

Whereas, the Director of the program on behalf of the Women's Civic League has been Mrs. Armand Kemper, who has kept the series on a high plane from the very beginning; now, therefore, be it

Resolved by the City Council of Baltimore, That the appreciation and commendation of this body be expressed to the Women's Civic League and to Station WMAR-TV for the success of the series of television programs entitled "City Council Report"; and be it further

Resolved, That the Chief Clerk of the City Council be instructed to send copies of this Resolution to the Women's Civic League, to Station WMAR-TV and to Mrs. Armand Kemper.

Tuesdays at 5 P.M.

CBS TELEVISION

In Maryland, most people watch WMAR-TV

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by **THE KATZ AGENCY, Inc.** New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

WBRE-TV *Means* AUDIENCE COMMUNICATION

to the people of 19 Counties in N.E. Pennsylvania

Two million pairs of eyes can see it . . . . three hundred and thirty thousand sets can view it . . . . and it also means that your sales message should be on it! Because, nowhere in Northeastern Pennsylvania can you attract so much attention, so quickly, so completely, so forcefully, so economically, as you can on WBRE-TV.

AN NBC BASIC BUY : National Representative : The Headley-Reed Co.

Counties Covered: *LUZERNE LACKAWANNA LYCOMING COLUMBIA SCHULYKILL NORTHUMBERLAND MONROE PIKE WAYNE WYOMING SULLIVAN SUSQUEHANNA BRADFORD UNION LEHIGH SNYDER MONTOUR CARBON CLINTON*

WBRE
TV Channel 28
WILKES-BARRE, PA.

Man has employed many ingenious methods to communicate messages, but never so dramatic as Television. A polished shield was used by the Persians to flash signals to their fleet in an attempt to capture the city of Athens. Though this was the principle of the heliograph, no further use was made of it until the last century.

ABC RADIO TO VIE FOR NO. 1 SPOT

- **Goldenson sets goal as ABC Radio splits from ABC-TV**
- **Robert Eastman heads new corporation effective May 1**

ABC RADIO will shoot for the No. 1 spot in network radio.

As steps in that direction—a goal set last week by American Broadcasting-Paramount Theatres President Leonard H. Goldenson—ABC Radio will be created as an autonomous subsidiary of AB-PT and Robert E. Eastman, who resigns as executive vice president of John Blair & Co., radio station representative, has been picked to head it as president. The announcement by Mr. Goldenson Thursday—following Wednesday's AB-PT board meeting—thus confirmed what had been reported widely for the past few weeks [B•T, April 8, 1].

Under the new structure, the present ABC Division continues to operate the television network and the owned stations.

Mr. Eastman moves into the top position at ABC Radio, vacant since Don Durgin moved to NBC-TV as vice president for sales planning [B•T, March 4]. Arthur H. McCoy assumes Mr. Eastman's duties at Blair (story, page 74) effective May 1, the date when the new ABC Radio setup and Mr. Eastman's appointment go into effect.

Mr. Goldenson pointed to AB-PT's "ever-widening broadcast activities" as having made it "desirable" to create a separate radio corporation since it will permit "greater emphasis to this dynamic medium and better realize its full potential." Opportunity for "new ideas and creativity" in network radio "were never better," Mr. Goldenson said, because of a "remarkable growth of radio circulation."

He noted, "It is our aim to make the most of this opportunity and achieve the No. 1 position in network radio," and that Mr. Eastman with his "proved record" was selected to "provide the leadership to attain our goal."

In an accompanying statement, Mr. Eastman asserted ABC Radio plans "a quality programming-product" that will be sold "creatively on its merits as an advertising medium" and that will "coordinate closely with our affiliates," since the strength of the stations is the strength of the network. He said the network will emphasize "the element of showmanship in every regard" since radio broadcasting "is primarily show business—our product is programming."

"WELCOME ABOARD" is given ABC Radio's new president, Robert Eastman (r), by Leonard Goldenson, president of the parent American Broadcasting-Paramount Theatres.

Mr. Eastman started with NBC as a page, rose to co-op program sales and to NBC Spot Sales, spent a year with ABC Spot Sales and in 1943 joined Blair & Co. as a salesman, moving up to sales manager, vice president and in 1954 to executive vice president.

Affiliates Hear Plans For NBC Radio Changes

PLANS for revisions and innovations in both morning and evening programming on NBC Radio were presented by network officials to members of their affiliates' executive and program committees at a meeting in Chicago last Tuesday, coincident with the NARTB convention.

Although details were not disclosed publicly pending notification of affiliates generally, it was understood the new plans include:

- A new 90-minute thrice-weekly nighttime program called *Nightline* which, with Walter O'Keefe as m.c., would consist of pickups around the country, presenting nightclub comics, movie stars on personal appearances, etc., and also including replays of notable radio shows of the past. In addition there would be newscasts, probably handled by Martin Agronsky, and perhaps news analyses by David Brinkley and Joseph C. Harsch. Slated to start April 30, the program would be carried at 8:30-10 p.m. EDT on Tuesdays, Wednesdays, and Thursdays.
- A foreshortening of *Bandstand,* now carried at 10 a.m. to 12 noon EST across the board, to accommodate a new radio version of *Truth or Consequences* at 10-10:30 a.m.
- At the request of affiliates, a 15-minute world news roundup is being planned. It probably will be networked between 7:30 and 8 a.m., with affiliates free to tape it for later broadcast if they prefer not to carry the live feed.

Network officials said the affiliates' committeemen reaffirmed their approval of NBC Radio's policy of presenting five-minute newscasts on the hour, launched early this year.

Other subjects on the agenda included sales and promotion plans for summer and fall.

Meanwhile, George Harvey of WFLA Tampa, Fla., was elected chairman and secretary of the NBC Radio Network Affiliates' Executive Committee, succeeding Lester Lindow of WFDF Flint, Mich., now executive director of Assn. of Maximum Service Telecasters.

Matthew J. Culligan, NBC vice president in charge of the radio network, outlined the network's plans at the meeting. Harry Bannister, vice president for station relations, presided. Other NBC officials on hand included Charles R. Denny, executive vice president for operations; David C. Adams, executive vice president for corporate relations; Jerry A. Danzig, vice president for radio network programs; Donald Mercer, director of station relations, and George A. Graham, director of radio network sales planning.

Executive committee members present, in addition to Mr. Harvey, were J. Leonard Reinsch, WSB Atlanta; Harold Hough, WBAP Fort Worth; David Baltimore, WBRE Wilkes-Barre, Pa.; G. Bennett Larson, KDYL Salt Lake City; George Wagner, KFI Los Angeles; Richard Mason, WPTF Raleigh, N. C., and Harold Grams, KSD St. Louis. Mr. Grams, formerly on the program advisory committee, was named to the executive committee to fill the vacancy created when Mr. Lindow left.

Program advisory committee members attending were Alex Keese, WFAA Dallas; William Warren, KOMO Seattle, and Frank Gaither, WSB Atlanta. Mr. Gaither was named to the advisory committee to fill Mr. Grams' place.

Rush Order by A&P Gets Quick CBS Radio Response

NETWORK radio's flexibility was emphasized last week when, on two-days' notice, CBS Radio arranged a line-up of 130 stations east of the Mississippi for the Great Atlantic & Pacific Tea Co. to announce a price reduction in its coffee brands through use of a two-day saturation campaign Thursday and Friday.

A spokesman for Paris & Peart, New York, agency for the A & P coffee division, said the company decided Tuesday to announce its price cut on Thursday and Friday. A & P, he added, had not used network radio in many years, although it has used spot radio recently.

The campaign, designed to bring to the attention of the weekend consumer the reduction in prices of the coffee brands, used CBS Radio daytime and nighttime programs. On Thursday, A & P bought seven-and-one-half minutes units of *This Is Nora Drake* and *Road to Life* and five minutes each of *Wendy Warren and the News, Second Mrs. Burton, Strike It Rich,* and *Edward R. Murrow With the News.* On Friday the contract called for seven-and-one-half minutes of *This Is Nora Drake* and *Right to Happiness* and five minutes of *Our Gal Sunday, Second Mrs. Burton, Strike It Rich* and *Edward R. Murrow With the News.*

MBS AFFILIATES HEAR DETAILS OF PLANNED MUSIC-NEWS FORMAT

- **Stations apparently approve changes starting June 2**
- **Those who disapprove will be replaced or dropped**

DETAILS of Mutual's plans to take the plunge into a basically news-and-music service operation [B•T, Jan. 28, *et seq.*] were spelled out to, and apparently well received by, a meeting of the network's affiliates at a pre-NARTB convention session in Chicago April 7.

President John B. Poor reaffirmed after the 90-minute meeting that the plan would be put into operation starting June 2 [B•T, April 8]. Contracts embodying the new terms will be mailed to the 500-plus affiliates the week of April 15. Any who decline to go along will be replaced or dropped from the Mutual lineup.

Mr. Poor felt the new plan offers "the solution to the majority of problems that confront networks and stations today."

Basically, it encompasses (1) five-minute news on the hour and half-hour; (2) replacement of most other programming with music; (3) reduction of network option time from approximately nine hours a day to a half-hour daily Monday through Friday and about six hours on Sunday; (4) in the case of sales, payment of affiliates from the first hour ordered, without the customary "free hours" before payment commences.

The five-minute newscasts on the half-hour will be available for sale by the network; those on the hour by the stations. With a few exceptions all other non-option time programming—from 7 a.m. to midnight EST—will be available for sale locally without payment of talent fees to the network. The stations may carry it sustaining.

Mutual officials made clear that if they are able to sell the newscasts and the approximately eight and a half hours of option time reserved under the plan, Mutual can operate at a satisfactory profit—which, they pointed out, it has not been doing recently under the conventional method of operating.

In private conversations they also let it be known that "the life or death of a network" hinges on the success of the new plan. And in a written summation to the affiliates they said bluntly that without a profitable network operation "it is obvious that economies would dictate either a severe curtailment in services or the end of network services as known today."

They reported that not only had the Mutual Affiliates Advisory Committee approved the plan unanimously, but that a field check of affiliates in approximately 100 top markets found 85-90% approval and that reaction among the 125-150 stations represented at the Chicago meeting was predominantly favorable.

A spot check among affiliates after the session tended to confirm this view—at least broadly. One station official summed it this way: "I like it because it gives me network service and still lets me operate as an independent."

The half-hour of network option time retained by Mutual falls at 5-5:30 p.m. local time. MBS officials said they were not free at the moment to disclose what program they planned to put into this period, but that they were close to completion of a sale which might involve as much as $3 million covering this and other time periods.

The approximately six hours of Sunday option time includes a substantial block of commercial religious programming on Sunday mornings.

Mutual's various news cooperative programs—Bob Hurleigh, Fulton Lewis Jr., Cedric Foster, Bill Cunningham, etc.—will be continued but with a reduced talent fee except for those stations already paying minimum talent charges. With one exception, commentaries will be re-styled so that the first five minutes will consist of straight news, followed by 10 minutes of commentary. The exception: Fulton Lewis Jr.'s 7 p.m. program, which remains 15 minutes of commentary.

Network officials expressed confidence that Kraft Foods, which currently sponsors 30 five-minute newscasts a week, and Miles Labs, which has 39, would make whatever adjustments are necessary to bring these newscasts into the network's new commercial news schedule (on the half-hour). It also was noted that Lever Bros. sponsors two five-minute newscasts which now fall on the half-hour.

ABC-TV'S 'TWIX'

A NEWSLETTER for affiliates, *Twix*, has been started by ABC-TV. *Twix* will be sent to ABC-TV affiliate executives each month, starting with April. The idea was conceived by Oliver Treyz, vice president in charge of ABC-TV, and Alfred R. Beckman, vice president in charge of station relations for ABC-TV. It will be executed by Gene Accas, ABC-TV administrative vice president.

The name, a verbalization of TWX, or Teletype Writer Exchange, was chosen from more than 50 suggestions that were submitted. Vol. 1, No. 1 contains information on ABC-TV activities at the NARTB convention in Chicago, current sponsorship status for 1957-58 advertisers, new affiliate data, rating reports and "current and choice quips," to give the non-New Yorker a briefing on current New York jargon. Included in the last mentioned: "Let's run it up the flagpole and see who salutes" (1957 talk for a "trial balloon").

Authorities said all newscasts—those available for local sale as well as those sold by the network—would be handled by top-flight Mutual newscasters plus other newsmen of similar calibre who will be added as their contracts with other organizations expire.

Among current programming which will not yield to music in the new format, aside from news shows, will be *Queen For a Day* (Mon.-Fri., 11:35-12 noon) and the "mystery strip" at 8-9 p.m. across the board.

The latter is a so-called "swap deal" in which the network sells the first half-hour and the station the second. Mutual officials said it has been successful for both network and affiliates; accordingly, they foresaw no objection to continuing the arrangement.

Mutual also will continue to program sports events, public service features, and "programs dealing with national or world-wide importance." Overall, MBS expects its expenditures for news coverage to increase substantially under the new format. Already it has transferred its news headquarters from New York to Washington "where the bulk of headline news now originates" [B•T, March 18]. Bob Hurleigh, who had headed Mutual's Washington news operation since 1955, is now national director of news and special events for the network.

MBS authorities said they expect no personnel cutback of consequence as a result of the new format. Probably the chief saving, they said, will be in the cost of getting station clearances, since (1) sales efforts will be concentrated on the network newscasts and the foreshortened option-time periods, and (2) the stations can be expected to clear readily enough for so relatively small an amount of option time.

They expect sales to benefit materially, on the theory that in the past many important sales have been lost because the network could not guarantee clearance.

The music to be substituted for much of the current entertainment programming will be recorded or taped, not live, and Mr. Poor said the duties of a musical director for the network probably would be assigned.

Although June 2 is the effective date of the new plan, it will not become wholly operative at that time.

"There will be some program conflicts after the June 2 date due to present commitments," the affiliates were told, "but we will ask you to continue the programs as we advise until such time as the commitment ends, or we are successful in transferring the account to a new time period in accordance with the agreement."

Mr. Poor said that with the reductions in network option time, "obviously our (Mutual's) potential is limited, but we feel that the network will be in a secure position with respect to any clearance and eventually can command the top rates for time and talent from any client due to the coverage, clearance and ratings obtainable only through such an operation . . .

"We will continue to work with you as we have before and promise you our efforts to make your schedule as flexible as possible even under our new proposal," he assured the stations.

"At this moment the most important problem is immediate acceptance. Since this new contract will automatically cancel and supersede the present agreement only when signed by you and confirmed by us, we must have your answer as soon as possible.

"If your decision is to continue under your present agreement, we will provide you with appropriate notice of termination as soon as we are successful in replacing your station in the area.

"Working together, I think we have finally found the solution to the majority of problems that confront networks and stations today. This solution depends on understanding and cooperation on both parts. Rest assured, we have ours."

Speakers at the Chicago session, aside from Mr. Poor, were Robert W. Carpenter, station relations vice president; Mr. Hurleigh, and Jules Cohen of Vandivere Labs, who discussed automatic switching equipment being developed by Vandivere at the suggestion of Mutual (see story page 97).

TRAVELING MUSIC FOR GLEASON

THE meteor that is Jackie Gleason fizzled out of its CBS-TV orbit last week as the network confirmed reports that the tv comedian would not return next season as star of his own weekly program [AT DEADLINE, April 8]. But the decision to quit "was made entirely by Mr. Gleason," Hubbell Robinson Jr., CBS-TV executive vice president in charge of programming, pointed out.

Mr. Gleason's reasons for wanting an "out" were stated both by Mr. Robinson and "Bullets" Durgom, the comedian's personal manager.

Mr. Robinson said, "Mr. Gleason was deeply concerned about both the physical demands and the problems involved in trying to maintain the quality of his shows on a weekly basis for another year." Mr. Durgom stated it less eloquently but just as emphatically as he asked: "Look, the guy's been on seven straight years—ever since Dumont—practically every week. How much can a man do? And where can he get the material?" Mr. Gleason began his network series on the former Dumont television network's *Cavalcade of Stars* in 1949-50.

The star's decision not to return next season will in no way affect his standing as a CBS contract personality. Two years ago, his original five-year contract was torn up and replaced by a 15-year contract with the network effective at the end of his current season (last program: June 23). It expires in 1972. At present, neither Mr. Gleason nor the network are sure what kind of services the comedian will provide in the future. Mr. Robinson expressed the "sincere hope" that CBS will "be able to find or create with him vehicles in which he can make frequent appearances during the 1957-58 season."

Under the terms of the contract, Mr. Gleason is not allowed to appear on any other network, radio or television. However, he is free to continue making Capitol phonograph records, to package programs under the Jackie Gleason Enterprises banner, and to appear in nightclubs and movies.

According to Mr. Durgom, Mr. Gleason is "undecided" about his immediate future plans. So, it seems, is his present sponsor, P. Lorillard & Co., concerning its 1957-58 network tv strategy. According to officials at Lorillard (Old Gold) and Lennen & Newell, New York, its agency, the only "set" thing is Old Gold's participating sponsorship of NTA Film Network's *Premiere Performance* which began two weeks ago. Lorillard is also understood to be talking with ABC-TV officials regarding a show on that network. Bulova Watch Co. was Mr. Gleason's other sponsor, but it dropped its option on March 23.

Though in recent months, Mr. Gleason's ratings have tended to lag behind those of the opposition's (NBC-TV's *Perry Como Show*), Mr. Gleason doesn't subscribe to the theory that "ratings" were responsible for his decision. His answer is: "When people are watching my show, they don't have time to answer the telephone"—a reference to the Trendex method of surveying listenership.

Return of Van Doren— Astride NBC Contract

TV QUIZ champ Charles Van Doren, who recently endorsed television as an excellent means of educating the masses—"but not through quiz shows"—is going to get a chance at practicing what he preaches.

He's been signed to an exclusive five-year contract (three-year commitment, two-year option) by NBC to appear on that network's educational and public service programming. The contract, negotiated through his agent, Music Corp. of America Ltd., and estimated to pay Mr. Van Doren $50,000 a year, becomes effective Sept. 1, though Mr. Van Doren may do some work for the network before that date.

Mr. Van Doren's comment: "I shall be a performer in the sense that I will not produce or direct, but I won't be a performer in any variety musical or dramatic program." However, it was learned that NBC may want to use the youthful English instructor for repeat performances on *Twenty-One* next season.

Although Davidson Taylor, NBC's vice president in charge of news, special events and public affairs—the man Mr. Van Doren would normally report to—declined to comment on the contract or its specifications, it was learned that Mr. Van Doren will partake in so-called "educational panel shows" and the recently-launched classroom series which the network is feeding to non-commercial tv outlets. He also may be "used" on *Wide Wide World* and will act in an "advisory capacity" in educational program planning.

Mr. Van Doren was emphatic about continuing at Columbia U. He considers his NBC connection "extra-curricular." His college pay will come to $4,500 a year (effective July 1); his NBC homework will pay him ten times that much.

SUCH IS LIFE

ONE month ago, Charles Van Doren was the top money maker in broadcast quiz history. Today, he is an also-ran. Within three days after he won his $129,000, he was surpassed twice: By Teddy Nadler who won $152,000 on *$64,000 Challenge* and by 10-year-old Robert Strom who won $160,000 on *$64,000 Question*.

NBC Radio, Affiliates Set For 'Beautiful Voice' Contest

NBC Radio Network and 154 of its affiliated stations will search for "the most beautiful voice in America" through a contest to be launched today (Monday).

Local stations will hold competitions April 15-May 31 to find five best voices in their areas. These will be re-recorded for broadcast on five-minute programs on NBC *Monitor* starting April 26. On the weekends of June 7 and 14, the local winners will be heard on *Monitor* and finally on June 16, "the most beautiful voice in America" will be chosen from five finalists.

Judges include Bob Hope; Clifton Fadiman; Dr. Ormon Drake, New York U. speech expert and director of New York's Town Hall; Jerry Danzig, vice president in charge of NBC Radio Network programs. Among prizes for the winner will be an NBC talent contract and an automobile.

Meeting to Air Problems Of 'Disneyland' Commercials

ADVERTISING executives of companies who will share sponsorship of the *Disneyland* series on ABC-TV this coming fall-winter season and tv executives of their advertising agencies will meet with officials of the network and the Disney organization April 22-23 at the Walt Disney Studios in Burbank, Calif.

There they will iron out production problems, such as the integration of the commercials in the programs. Some 75 individuals are expected to attend. *Disneyland* sponsors for the season are: General Foods Corp., New York, through Young & Rubicam, N. Y.; General Mills, Minneapolis, through Tatham-Laird Inc., Chicago, and Dancer-Fitzgerald-Sample, N. Y.; Derby Foods, Chicago, through McCann-Erickson, that city, and Reynolds Metals Co., Richmond, Va., through Buchanan and Co., N. Y., and Clinton E. Frank Inc., Chicago.

CBS-TV TAKES ISSUE WITH NBC-TV ON DAYTIME LEADERSHIP CLAIMS

NBC-TV's recent claims of superiority in daytime television were the target of blasts by CBS-TV executives at the closing sessions of the third general conference of CBS-TV affiliates, held April 5-6 in Chicago [B•T, April 8].

Oscar Katz, vice president in charge of CBS-TV daytime programming, hit the NBC-TV claims as "deceptive," while Thomas Dawson, vice president for networks sales, assured the affiliates that "we outsell our competitor by about 94% in the daytime."

Mr. Dawson reported that the average commercial daytime program on CBS-TV is carried by 114 stations—a lineup which he said is approximately 32.5% larger than NBC-TV's daytime average. Thus, he said, "We actually outsell NBC-TV by about 3,235 station hours of daytime programming per week, or by about 94%."

At night, he said CBS-TV's average commercial program is carried on 136 stations, or 11.5% more than NBC-TV's. He offered no exact sales data for night, except to say that CBS-TV sells more in that area, too.

Moreover, he implied, CBS-TV's advantage in daytime sales is resulting in new business for NBC-TV—that is, that advertisers who for one reason or another cannot get into the CBS-TV daytime lineup have no network place to go for daytime sponsorships except NBC-TV (ABC-TV is not now in daytime programming, except for late afternoon).

Factors which make it "necessary" for advertisers to go to NBC-TV for daytime sponsorship, he indicated, are not only a substantial schedule of commercials already on CBS-TV, but such additional considerations as product protection and the long-term identification of certain products with certain personalities, which discourages competitors from associating too closely with those personality shows (Arthur Godfrey, Garry Moore, Art Linkletter).

Mr. Katz told the affiliates that although NBC-TV claims to be No. 1 in daytime now, further examination shows that it confines "daytime" to the 11 a. m. to 1 p.m. and the 2:30 to 5:30 p.m. periods. This, he pointed out, totals five hours of programming when in fact NBC-TV carries 9½ hours of daytime programming before 6 p.m. NBC-TV's leaving out the weakest half in justifying its claims, he said, is "loading the dice." He noted also that NBC-TV had counted *Matinee* in its computations but had excluded its *Home* show.

Mr. Katz also stressed that in making its claim of daytime superiority, NBC-TV limited itself to adult audience shows, thereby disqualifying such competition as ABC-TV's *Mickey Mouse Club* from consideration.

Mr. Katz said the Nielsen ratings on which NBC-TV based its daytime claims showed a total of 38 daytime quarter-hours in which there were network programs, and that of these CBS-TV led in 22 while NBC-TV was ahead in 12 and ABC-TV in 4 (in terms of average audience). In the latest Nielsen ratings, he reported, CBS-TV is ahead in 25, NBC-TV in 9, ABC-TV in 4.

The question of product protection was treated at some length, with CBS-TV President Merle S. Jones among those pointing out that protection coupled with a substantially sold-out schedule created a lack of flexibility that is one of the "problems" of success [B•T, April 8].

William H. Hylan, vice president for sales administration, voiced hope that the policy of protection against competing companies was beginning to break down now that Procter & Gamble and Lever Bros. are back to back on Tuesday nights with the *Phil Silvers Show* at 8 p.m. (P&G alternating with Camels) and the Ann Sothern show at 8:30 (Lever alternating with Sheaffer pens). Although they are competitive companies, P&G and Lever do not advertise directly competing products on these shows.

The question of lengthening station breaks in order to accommodate two 20-seconds spots in addition to the ID, a perennial hope of many affiliates, was raised in a question-and-answer session that closed the two-day meeting. Network officials took the position that such a move would chop up the schedule to the detriment of good programming [Closed Circuit, April 1].

Another question was whether CBS-TV expects to increase the number of 90-minute and hour-long programs in its schedule. The affiliates were told that the network considers its current shows of these lengths to be a part of good programming, but that this doesn't necessarily mean that either more or fewer will be included in the future.

Affiliates Praise CBS-TV For Efforts in DST Tangle

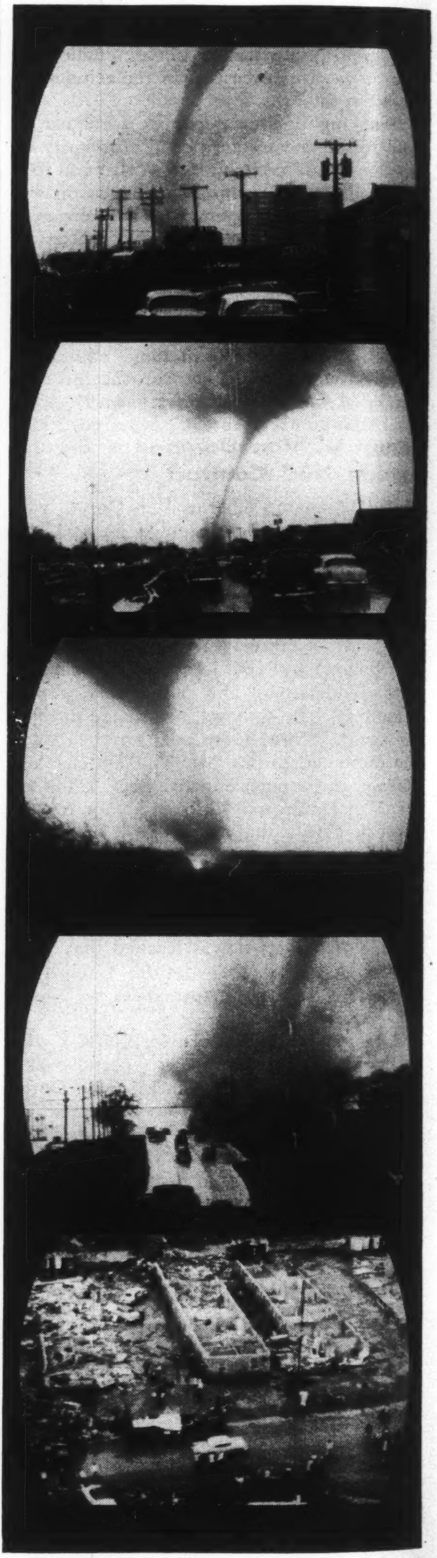
CBS-TV's plans to combat the Daylight Saving Time disruption to schedules—the period from April 28 through Oct. 26—received special recognition in resolutions approved by network affiliates at CBS-TV Affiliates Assn.'s April 5-6 meeting in Chicago.

Adoption of the resolutions was announced by C. Howard Lane, KOIN-TV Portland, Ore., and chairman of the affiliates group.

Cited were "extraordinary qualities of leadership" shown by CBS President Frank Stanton, CBS-TV President Merle Jones and "others of the CBS-TV executive group" for their cooperative efforts in working with the affiliates. Dr. Stanton's leadership in "critical problems affecting tv broadcasters" in the legislative and administrative field in Washington also was praised.

During the DST months, CBS-TV plans to tape (via video recording) a total of 24 ¼ hours of programming each week, and estimates a cost saving compared to the former method of filming programs for delay broadcast.

ACTUAL WFAA-TV NEWSREEL FOOTAGE



Riding The Tail Of The Dallas "TWISTER!"

The Nation's Radio Audience Heard It WHILE It Was Happening! Graphic Television Coverage Beamed Nationwide Inside An Hour!

"TORNADO SPOTTED SOUTH OF DALLAS!"

Scampering to the roof of WFAA-Radio overlooking downtown Dallas, this awesome spectacle was clearly visible — and heading toward the heart of the city. Quickly all Dallas was alerted . . . commercial programs interrupted . . . mikes brought to the roof . . . "beeper" lines set up for the nation's radio audience to hear the minute-by-minute progress as it cut its destructive path through Dallas. WFAA's mobile unit was rushed into hot pursuit as the funnel reaped its sickening havoc.

Across town at WFAA-TV, newsmen and camera crews took out to literally "ride its tail" — incredible footage shot within 300 feet of the tornado's tip. Power lines were exploding all around . . . rooftops soared upward like sparrows, box cars tossed like toys. Within 20 minutes after the exposed film was received, it was processed, edited, and ready for the NBC-TV NEWS with Chet Huntley & Dave Brinkley.

May such reporting never be necessary again. However, when news breaks (regardless of nature), WFAA Radio & WFAA-TV will be on hand for complete and authoritative coverage.

BOB TRIPP — News Director for WFAA Radio & TV (and Dallas' NBC "Hot Line" Correspondent) — directed the coverage and subsequent reporting for both facilities under the severest of handicaps. His staff included Jim Gibbs, Malcolm Couch, Marion Carlton, Jim Goodwin, John Starr, Ellery Owen, Dick Magruder, Joe Tolbert, and Bob Mansur.

WFAA-RADIO
820-570

WFAA-TV
CHANNEL 8

DALLAS

Radio and Television Services of the Dallas Morning News

WFAA
RADIO
820
570

ABC-TV PLANS FOR EQUAL BILLINGS WITH OTHER TV NETWORKS BY 1960

ABC-TV this fall will be moving with top strength toward a goal of billing parity with the two other networks by 1960, Oliver Treyz, vice president in charge of ABC-TV, told affiliates in a closed session in Chicago April 7.

He said the 1957-58 season will be the first in which ABC-TV will present, with maximum strength, a full schedule of programming with a truly national lineup of stations. At the same time he revealed the network's tentative evening program schedule for fall—quality of which he said will be fully competitive for the first time—and detailed plans for "programming back" into the pre-5 p.m. daytime periods (story page 101).

In a closed session to which FCC members were invited, Mr. Treyz told the affiliates the 1960 outlook for total advertising investment in television time and talent is $2.5 billion—network, spot, and local—as against about $1.3 billion in 1956. Noting that about half the total is in network advertising, he said ABC-TV is shooting for at least $400 million or one-third of the "network half" foreseen for 1960. The $400 million would compare with $138 million on ABC-TV in 1956 and $11 million in 1950, he pointed out.

While ABC-TV is aiming for billing equality with its rival networks no later than 1960, Mr. Treyz asserted, it already is matching—and beating—the competition in markets where programs from all three networks meet head-on.

He cited ARB data for all three- and four-channel markets in which there were ARB February reports—a total of 18 markets. In this three-way battle of live network programming, he said, ARB showed these results:

First place—ABC-TV eight; CBS-TV three, and NBC-TV seven.

Second place—ABC-TV seven; CBS-TV six, and NBC-TV six.

Third places—ABC-TV five; CBS-TV ten; NBC-TV two.

Moreover, he said, ABC-TV's average share of audience in three-network markets is going up. On a week-long overall basis, he pointed out, Nielsen multi-network area figures show that ABC-TV's share in network evening option time was 59% higher in 1956 than in 1953, with gains for individual evenings ranging from 31% (Thursdays) to 191% (Wednesdays). Only evening on which ABC-TV's share dropped was Sunday, which fell 25% below the 1953 level in a decline attributed primarily to the presence of *Omnibus* and *Press Conference,* "two hours of specialized programming . . . high in prestige and public service but low in mass audience appeal." (*Omnibus,* he said later, probably will be rescheduled at 5:30-7 p.m. Sundays.)

While progress represents one blade of the knife needed to cut a bigger slice of the advertising pie for ABC-TV, Mr. Treyz made plain another vital cutting tool is stations—live clearances.

From six live-coverage markets in 1950, ABC-TV's lineup grew to 71 at the end of 1956 and will have added 10 more by the start of the fall season, he asserted. With these additions—including San Antonio and St. Louis, Miami, Norfolk, Omaha, and Fort Wayne—the ABC-TV lineup will provide live coverage of 81% of the nation's tv homes, as compared to 76% in 1956 and 42% in 1950.

He continued:

"But even with the improvements noted, one-fifth of the nation will still be denied a full choice of live network programming.

"Looking at the problem another way, advertisers face the problem of not being able to amortize their heavy program investments over the full audience potential of the nation's tv homes. In terms of selling ABC-TV, this blockade of live coverage, in one out of five of the nation's tv homes represents an obstacle—a serious and continuing obstacle."

He cited a number of markets in which ABC-TV "has neither a comparable live outlet in the market, nor assurance of getting one in the months ahead."

Among the nation's 21 "most important markets," he noted, ABC-TV has no assured competitive live clearance in Boston (1.4 million tv homes), New Orleans (400,000 homes) nor Pittsburgh (1.2 million homes).

"The solution to the live, comparable facilities problem in the 'A' and 'B' markets we have just examined," Mr. Treyz said, "could bring this figure up to 94%—fully comparable and competitive to the other two networks. But the sales that ABC-TV has made thus far this season, and those it will make, will be with 81% live coverage against the competitive advantage of NBC's and CBS's live coverage—each of which has well over 90% of U. S. tv homes. This represents a continuing hindrance to all progress for ABC-TV, which means a hindrance for its affiliates."

But as ABC-TV's audiences rise, he emphasized, its cost per thousand is going down. From $4.49 in 1955, he said, it has dropped to $3.55, while NBC-TV's has risen from $3.68 to $4.08 and CBS-TV's has declined from $3.22 to $2.88.

"This is our competitive edge . . . our increasing efficiency," Mr. Treyz told the affiliates. "And this is the reason we need to hold the line, wherever possible, on time rates, and this is another reason we need to expand our coverage—to amortize program costs over a broader audience base, to get more of the markets where we can get higher ratings.

"We have made cost efficiency progress despite our clearance and coverage handicaps—and as we overcome these handicaps, and put more weight into the audience side of the scale through our top-flight new programs, it will be possible for ABC affiliates to get greater compensation."

OFFICERS of the ABC-TV Affiliates Assn. sit and network representatives stand, for their first official portrait after election of affiliate officers in Chicago April 7. Last year's officers were re-elected to new terms, with the exception of one new board member.

They are (seated l to r) Willard Walbridge, KTRK-TV Houston, board member; Fred Houwink, WMAL-TV Washington, chairman of the association; Harry LeBrun, WLWA (TV) Atlanta, vice chairman; Joseph Drilling, KJEO-TV Fresno, Calif., treasurer; Joseph Bernard, WGR-TV Buffalo, board member; Joseph Hladky, KCRG-TV Cedar Rapids, Iowa, secretary, and Joseph Herold, KBTV (TV) Denver, board member.

Network officials (standing l to r): James T. Aubrey, ABC vice president in charge of tv programming and talent; Alfred E. Beckman, vice president in charge of tv station relations; Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc.; Slocum W. Chapin, ABC vice president in charge of tv sales, and Oliver Treyz, ABC vice president in charge of television.

Missing affiliate board members: Don Davis, KMBC-TV Kansas City, and Wallace McGough, WTVN-TV Columbus, Ohio, who was the only new member elected to the board. He replaced Robert Lemon of WTTV (TV) Bloomington, Ind., who did not seek re-election.

DICTIONARY OF SYNONYMS FOR WSM-TV

Top Ba-nan-a

No matter what yardstick you use . . . programming, public service, audience loyalty, sales ability . . . you'll find WSM-TV to be the number one station in the Nashville market.

For facts and figures, ask Irving Waugh or any Petry man.

Channel 4, Nashville, Tenn. • NBC-TV Affiliate • Clearly Nashville's #1 TV Station

IRVING WAUGH, Commercial Manager • EDWARD PETRY & CO., National Advertising Representatives

WSM-TV

WSM-TV's sister station — Clear Channel 50,000-watt WSM Radio — is the only single medium that covers completely the rich Central South market.

ABC-TV TENTATIVE FALL PLANS SET

- **Singers Sinatra, Boone, Mitchell in weekday evenings**
- **Daytime programs to be 'built back' from 'Mickey Mouse'**

THE first public glimpse of ABC-TV's tentative fall program schedule came last week after network officials previewed it for their affiliates in a presentation (also see page 44) in Chicago April 7, preceding the NARTB convention.

The lineup shows the new Frank Sinatra program in the 9 p.m. spot on Fridays, singer Pat Boone in the same period on Thursdays, and singer Guy Mitchell in the 10 p.m. slot on Fridays. While the entire schedule was labeled "tentative," the Mitchell placement was doubly so, with officials explaining that instead of going in Friday at 10, it might be swapped with *Fame and Fortune*, a combination variety-and-contest show now pegged for Saturday at 10.

Some of the programs ABC-TV may use in daytime programming—to be a "building-back" operation from *Mickey Mouse Club* at 5:30-6 p.m. and a strip of *Adventure in the Afternoon* programs at 5-5:30—also were disclosed in the presentation.

A feature of the daytime programming—aside from the basic departure of making daytime rates one-third rather than one-half of nighttime rates [B•T, Feb. 11]—will be the showing of all programs at the same local times across the country, as is now the case with *Mickey Mouse*. This "clock time" scheduling will be accomplished through the use of video tape recordings and film.

Officials also reported that *Omnibus*, 90-minute show produced by Ford Foundation's Tv-Radio Workshop—and whose future had been in question before it ended this year's run a fortnight ago—"will probably be back on ABC in a more suitable slot, 5:30-7 p.m. Sundays." During the past season it has been seen at 9-10:30 on Sundays.

Here's the way the evening schedule shapes up, though officials stressed that sales developments can shift programs around and that other factors may lead to further revisions before the 1957-58 season opens (all times are prevailing Eastern Time):

SUNDAY (predominantly adventure and suspense)—7 p.m., *You Asked for It;* 7:30-8:30, *MGM Mystery Hour;* 8:30-9 p.m., *Amazon Trader*, filmed adventure series; 9-10, *Ted Mack's Amateur Hour*, and 10-10:30 p.m., *Mike Wallace Interviews*.

MONDAY (adventure and music)—7-7:15 p.m., new strip replacing *Kukla, Fran and Ollie* and consisting of 10-minute sports report, plus five minutes of sports news and features which affiliates can cover and sell locally; 7:15-30 p.m., John Daly newscasts; 7:30-8:30 p.m., *Wire Service;* 8:30-9 p.m., *Bold Journey;* 9-9:30 p.m., *Voice of Firestone;* 9:30-10:30 p.m., *Top Tunes and New Talent* (Lawrence Welk).

TUESDAY (westerns)—7-7:15 p.m., sports and features; 7:15-30 p.m., Daly newscasts; 7:30-8:30 p.m., *Cheyenne* alternating with another western, and *Maverick*, another Warner Bros. film; 8:30-9 p.m., *Wyatt Earp;* 9-9:30 p.m., *Broken Arrow;* 9:30-10 p.m., *Telephone Time;* 10-10:30 p.m., *UF-61*, filmed story of New York detectives in action.

WEDNESDAY (unchanged from current season except for addition of sports and features at 7-7:15 p.m.)—7:15-30 p.m., Daly newscast; 7:30-8:30 p.m., *Disneyland;* 8:30-9 p.m., *Navy Log;* 9-9:30 p.m., *Ozzie and Harriet;* 9:30-10 p.m., *Ford Theatre;* 10-10:30 p.m., *Wednesday Night Fights* (with Miles Labs joining Mennen as co-sponsor).

THURSDAY (family appeal)—7-7:15 p.m., sports and features; 7:15-30 p.m., Daly newscast; 7:30-8 p.m., *Casey Jones*, Screen Gems filmed series based on the life of the legendary locomotive engineer; 8-8:30 p.m., Walt Disney's *Zorro* adventure series; 8:30-9 p.m., *The Real McCoys*, family comedy; 9-9:30 p.m., singer Pat Boone; 9:30-10 p.m., *Tin Pan Sally*, comedy with music; 10-10:30 p.m., *Man Against Crime*.

FRIDAY (adventure, music, and comedy)—7-7:15 p.m., sports and features; 7:15-30 p.m., Daly newscast; 7:30-8 p.m., *Rin Tin Tin;* 8-8:30 p.m., *Jim Bowie;* 8:30-9 p.m., *The Californians*, story of California in the Gold Rush days; 9-9:30 p.m., singer Frank Sinatra; 9:30-10 p.m., *Date With the Angels*, situation comedy starring Betty White; 10-10:30 p.m., singer Guy Mitchell.

SATURDAY (adventure, music, variety-competition)—7-7:30 p.m., Galen Drake; 7:30-8:30 p.m., *Conflict*, alternating with *Sugar Foot*, western; 8:30-9 p.m., *Ozark Jubilee;* 9-10 p.m., Lawrence Welk; 10-10:30 p.m. *Fame & Fortune*, combining variety and competition.

Cornerstone of ABC-TV's daytime programming will be *Mickey Mouse Club*, shortened to a half-hour and scheduled at 5:30-6 p.m. local time. Daytime programs—to be carried at the same local times throughout the country—will "build back from *Mickey*." At 5-5:30 p.m.—"across the country and across the board"—the network plans "a series of top-flight action shows," which will consist of "filmed series that have had successes in network or spot showing." From there, "we will program back . . . in half-hours, as they are sold."

Some shows that "may" go into these earlier periods, as the ones behind them are sold, are:

At 4:30, *What Makes You Tick*, a William Morris production "based on the intriguing gimmick of testing participants' ability to evaluate themselves in various aspects of their own personalities"; at 4 p.m., *It's Your Choice*, a General Artists Corp. quiz show which offers the contestant a chance to win "astronomical prizes" on his first appearance; at 3:30 p.m., *Bride and Groom;* at 3 p.m., *Glamor Girl*, which glamorizes participants.

Oliver Treyz, ABC vice president in charge of tv, summarized the network's programming plans in the following manner:

"In building its program structure, ABC has aimed for the widest variety of program types and audience appeals. We think this is in line with our desire and obligation to serve all the public. . . . In daytime and nighttime combined, ABC offers 20 different program types under six different program categories. More and wider diversity of programs is scheduled by ABC than by either of the other networks."

Murrow & Friendly Series Envisions Global Interviews

POSSIBILITY of linking continents through television seemed less remote last week as CBS-TV reportedly screened for advertisers and agencies a pilot film of a new Edward R. Murrow-Fred W. Friendly package titled *Small World*. The team currently produces *See It Now* for Pan-American World Airways, while Mr. Murrow's Person-to-Person Inc., packages the program by that name for American Oil Co. and Time Inc.

Small World is understood to be a 30-minute panel show featuring three world-renowned celebrities each week. Through use of film, intercontinental and trans-Atlantic cable, and split-screen techniques, the program would bring into American living rooms discussions between such guests as Ernest Hemingway (Havana), T. S. Eliot (London), and Cecil B. DeMille (Hollywood), to name but three. Anchor man will be Eric Sevareid operating out of New York's CBS-TV Studio 41. Topics for *Small World* patter may be submitted in advance by viewers in exchange for free trips abroad, it was understood.

Mr. Friendly, speaking on behalf of himself and Mr. Murrow (who last week was in Puerto Rico "on assignment"), seemed highly reticent about divulging the precise format and technicalities of the new series. He said it was "much too premature" to talk about it in detail.

It may be assumed, however, that the programs will not be seen next season, but rather in 1958-59, since *Small World* was not brought up during the recent CBS-TV Affiliates Advisory Committee meeting in Chicago [AT DEADLINE, April 8].

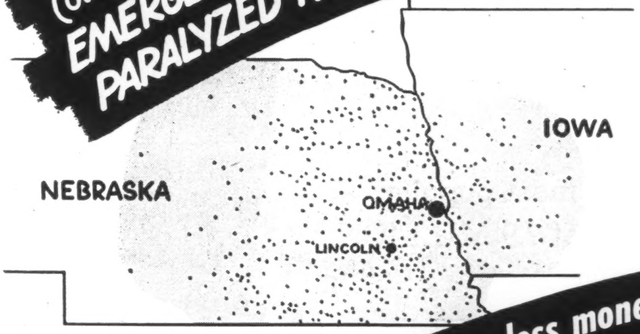
O'Berst to CBS Research Post

EDWARD G. O'BERST has been appointed director of research for CBS Radio Spot Sales, it was announced Thursday by Gordon F. Hayes, general manager of CBS Radio Spot Sales. Mr. O'Berst, who previously served as assistant director of research for the network's station representative unit, succeeds Richard F. Hess who recently was named assistant to the vice president in charge of station administration for CBS Radio.

MR. O'BERST

THE BIG STORM HIT THE MIDDLE WEST ... AND AGAIN THE PEOPLE CALLED ON THE BIG STATION FOR HELP!

PRACTICALLY EVERY SCHOOL (OVER 400) CALLED KFAB FOR EMERGENCY HELP AS THE STORM PARALYZED THE ENTIRE AREA.

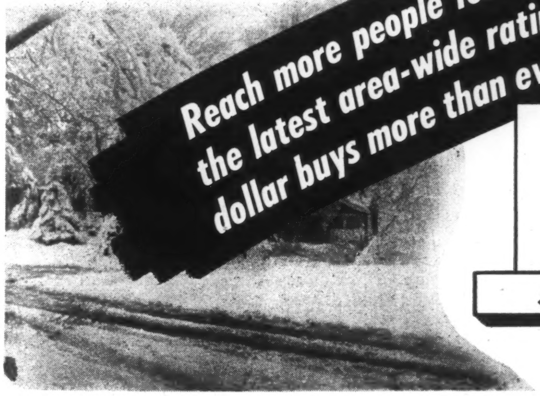


Near the peak of the big snow storm (March 25) over 400 calls came into the KFAB newsroom. Most of the calls were from Superintendents and Principals of schools throughout the area. They asked KFAB to get "No school today" information to some 400,000 school children in Nebraska and Western Iowa. The same service was rendered to business firms and factories, many of which closed for the day.

Whether it's in the field of Public Service . . or service to the advertiser, KFAB produces results unmatched by any other media.

Get the full story on the new KFAB from Peters, Griffin and Woodward or get the facts from K F A B Sales Manager, E. R. Morrison.

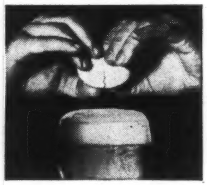
Reach more people for less money in the Big Omaha Market. Get the latest area-wide rating story from your PG & W Colonel. Your dollar buys more than ever before on the NEW and REVITALIZED...



KFAB

50,000 WATTS OMAHA

Just Like The Good Old Days—Only BETTER!



TELEVISION: A sponsor using today's most popular advertising medium reaches an average of 7.9 MILLION families in the average nighttime minute.* And, depending on the program buy, the sponsor's commercial message allowance generally ranges from two to six minutes.

RADIO: A sponsor using the CBS Radio Network IMPACT plan complements and insures television's effectiveness. He reaches a net of 8.3 MILLION families and he delivers over three minutes of commercial messages per family–at the most efficient costs in all advertising.

**He does far better than that across the street, on CBS Television.*

IMPACT

**ON THE
CBS RADIO
NETWORK**

NBC-TV NIGHT SALES: $80 MILLION

- **Fall orders 60% over 1956, Sales Vice President Goodheart says**
- **Four new series included, plus seven series and time period renewals**

ADVANCE fall nighttime sales at NBC-TV "have surged ahead at an unprecedented rate, with more than $80 million in gross billings recorded by April 5," William R. (Billy) Goodheart, vice president, television network sales, announced last week.

Mr. Goodheart said the orders represent an increase of 60% over the network's fall nighttime sales position of exactly a year ago.

The sales include orders for four new NBC-TV series, renewals for an additional seven series and time periods, and an order for *The Steve Allen Show*. The orders are:

The Chevy Show, new hour-long variety series starring Dinah Shore and others to be sponsored by Chevrolet Division of General Motors Corp., Sunday 9-10 p.m., starting Oct. 6 for 52 weeks. Miss Shore will star in a number of the shows, using the same format of her current NBC-TV hour series for Chevrolet. The entire new series will be in color. Campbell-Ewald Inc., is agency for Chevrolet.

New hour-long weekly variety series teaming Eddie Fisher and George Gobel with the two stars alternating as host and guest, starting Sept. 24 in the Tuesday 8-9 p.m. period. Alternate sponsors are Liggett and Myers Tobacco Co. for Chesterfield cigarettes and RCA and Whirlpool Corp. McCann-Erickson is advertising agency for Liggett and Myers. Kenyon & Eckhardt represents RCA and Whirlpool Corp.

The Gisele Mackenzie Show, new half-hour music and comedy series to be telecast Saturday 9:30-10 p.m. starting Sept. 21 and sponsored by Scott Paper Co. J. Walter Thompson Co. is agency.

Aluminum Co. of America and Goodyear Tire & Rubber Co. will alternate sponsorship of new half-hour series to be announced in Monday 9:30-10 p.m. spot starting Oct. 7. Fuller & Smith & Ross is agency for Alcoa. Young & Rubicam represents Goodyear.

Liggett and Myers and Max Factor's cosmetics have purchased Saturday evening 9-9:30 p.m. period starting Sept. 28 for alternate sponsorship of a new program to be announced. Agency for Liggett and Myers is McCann-Erickson. Doyle Dane Bernbach represents Factor.

S. C. Johnson & Son will sponsor *The Steve Allen Show* on alternate Sundays 8-9 p.m. starting July 7 for 52 weeks. Needham, Louis & Brorby is agency.

Proctor & Gamble has renewed sponsorship of two programs—*The Loretta Young Show* (Sunday 10-10:30 p.m.), beginning Sept. 25. Benton & Bowles is agency. In addition, P&G through Compton Adv. has renewed the Tuesday 9-9:30 p.m. period for a new series to be announced.

Scott Paper Co. has renewed *Father Knows Best* starting Sept. 25 (Wednesday, 8:30-9 p.m.), J. Walter Thompson Co. is agency.

DeSoto Division of Chrysler Corp. and Toni Co. have renewed alternate week sponsorships of *You Bet Your Life* Thursday 8-8:30 p.m. effective Sept. 26. BBDO is agency for DeSoto and North Adv. represents Toni.

The People's Choice Thursday 9-9:30 p.m. has been renewed by both of its alternate sponsors—Borden Co. and P&G, both through Young & Rubicam.

CBS-TV Sets New Western Drama

NEW dramatic western series, *Have Gun —Will Travel*, will be presented on CBS-TV this fall (Sat., 9:30-10 p.m.), it was announced last week by Hubbell Robinson Jr., executive vice president in charge of network programs. Richard Boone will star in the series, which will be produced by Julian Claman.

ABC-TV, Framer Prod. Plan Series

ABC-TV and Walt Framer Productions are planning to jointly produce a new five-time-a-week late afternoon audience participation series entitled *Lucky Lady*. The program will be seen next fall, but "dry runs" will be held before that time.

Keystone Broadcasting Adds 16

ADDITION of 16 new affiliates for a new total of 934 stations has been announced by Keystone Broadcasting System. Blanche Stein, KBS station relations director, reported following new clients: KGHI Little Rock, Ark.; KRKS Ridgecrest and KITO San Bernardino, both Calif.; WDSR Lake City and WRGR Starke, both Fla.; WSFC Somerset, Ky.; WICO Salisbury, Md.; WVLV Fallon, Nev.; WBLA Elizabethtown, N. C.; KNDC Hettinger, N. D.; KWOE Clinton, Okla.; WDKD Kingstree, S. C.; KOLY Mobridge, S. D.; WYTI Rocky Mount, Va., WAGT Anacortes, Wash., and WSWW Platteville, Wis.

Harriscope Organizes Network For Rocky Mountain Tv Stations

HARRISCOPE Inc., Beverly Hills, Calif., tv film producer-distributor and operator of KTWO-TV Casper, Wyo., is forming a regional television network for the Rocky Mountain area, according to Burt I. Harris, president. The new corporation will be called Rocky Mountain Tele-Station Network.

Stations (besides KTWO-TV) which figure in preliminary plans are KWRB-TV Riverton, Wyo.; KRSD-TV Rapid City, S. D.; KDSJ-TV Deadwood, S. D., and ch. 9 Sheridan, Wyo. Harriscope has pending with the FCC an application for the Sheridan construction permit.

Declared purpose of the proposed network is to join small stations for program origination and for regional and national sales effort. Lawrence S. Berger, executive vice president of KTWO-TV and C. Van Haaften, station general manager, have drafted an application to the FCC to install microwave facilities for off-the-air pickup from Denver. The system would link areas of South Dakota, Montana, Idaho and Central Wyoming which heretofore have not been interconnected for live network service. Tower facilities would be on top of Casper Mountain.

TV NETWORK SALES UP 9%

GROSS BILLING of the tv networks in February totaled nearly $39.5 million, according to Publishers Information Bureau, which reported the rise as 9% above the more than $37.1 million grossed in time charges in the same month of 1956.

CBS-TV and NBC-TV showed gains in the comparative February billing (8.5% and 7.6%, respectively) but ABC-TV dropped 3.8%. The ABC-TV drop-off was reflected in the combined January-February billing in which ABC-TV was only 0.7% ahead of its January-February total of a year ago.

A table of gross time charges for network tv with February and two-month comparisons and network totals, follows:

Network Television

	February 1957	February 1956	% Change	Jan.-Feb. 1957	Jan.-Feb. 1956	% Change
ABC-TV	$ 6,175,488	$ 6,418,210	−3.8	$12,891,069	$12,800,256	+ 0.7
CBS-TV	18,362,959	16,928,361	+8.5	38,594,433	34,748,816	+11.1
NBC-TV	14,900,631	13,845,000	+7.6	31,455,572	28,540,116	+10.2
TOTAL	$39,439,078	$37,191,571	+6.0	$82,941,074	$76,089,188	+ 9.0

1957 Network Television Totals To Date

	ABC-TV	CBS-TV	NBC-TV	TOTAL
January	$ 6,715,581*	$20,231,474	$16,554,941*	$43,501,996*
February	6,175,488	18,362,959	14,900,631	39,439,078
TOTAL	$12,891,069	$38,594,433	$31,455,572	$82,941,074

*Revised as of April 5, 1957.

Another

ALL-TIME Record!

WAPI

Birmingham

The Voice of Alabama

Local radio sales on WAPI* for March, 1957, are the largest for any March in our 36 years of broadcasting.

Those who Know us BEST use us MOST

Represented by John Blair and Co.

***WABT, our sister TV station, also hit an all-time record in local business for March.**

RCA-NBC REPLIES IN JUSTICE SUIT

WHAT FCC has approved, the Justice Dept. cannot put asunder, RCA-NBC said Friday in their formal reply to the Justice Dept. antitrust suit before the U. S. District Court at Philadelphia stemming from the exchange of Philadelphia and Cleveland radio-tv stations between NBC and Westinghouse Broadcasting Co.

RCA-NBC in essence reiterated that they were caught in the middle of a jurisdictional dispute between two government agencies [B•T, Dec. 10, 1956]. They told the court the FCC had kept the Justice Dept. fully informed of the Philadelphia-Cleveland exchange—advising Justice that possible antitrust questions were raised—but Justice's Antitrust Division "failed to avail itself of the procedures made mandatory by the Congress to obtain modification of the Commission's action." RCA-NBC contended the antitrust suit "is barred by the administrative finality of the Commission's action" and held that the court lacks jurisdiction to consider the case.

The Justice Dept. suit was filed in early December on the eve of NBC's 30th birthday celebration in Miami with its radio and tv station affiliates. It came after some 18 months of rumors and reports by the Justice Dept. of its concern with broadcast network practices and has been watched closely by all segments of the radio-tv profession for its possible harbinger of new actions by the Justice Dept. in other areas. The suit's broad language and unexplained vagueness in some prayers for relief spread no little alarm among all network executive offices.

RCA-NBC's formal reply Friday categorically denied the specific allegation by the Justice Dept. that the Philadelphia-Cleveland swap with Westinghouse was forced by NBC through its network affiliation power.

"WBC and NBC each entered into the exchange agreement in furtherance of its own legitimate self-interest and each thereafter sought approval of the agreement from the Commission." The reply noted FCC "approved the exchange as being in the public interest" and the exchange was consummated Jan. 22, 1956.

"Neither the agreement nor its consummation violated any statute or policy of the U. S.," the reply continued. "On the contrary, the exchange was consistent with the public interest, as determined by the Commission, and has proven to be beneficial to the industry, to the people of Philadelphia and to the public at large."

The exchange of stations between NBC and WBC was approved by FCC in December 1955. NBC traded its owned Cleveland outlets, WTAM-AM-FM and WNBK (TV), for WBC's Philadelphia stations, KYW and WPTZ (TV) Philadelphia. WBC also got $3 million. WBC now uses the call letters KYW-AM-FM-TV in Cleveland. NBC uses WRCV-AM-TV in Philadelphia.

The RCA-NBC reply recalled that the exchange applications were filed with FCC in June 1955 and "thereafter the Commission directed its staff to make a full investigation of the facts concerning the proposed exchange."

In August of that year, FCC advised the Justice Dept. possible antitrust questions had been raised, the reply noted, "and the Antitrust Division was continuously informed by the Commission as to the facts relating to the exchange."

Later that year FCC wrote both NBC and WBC for further details, including the anti-trust issues, and subsequently granted the exchange, an action "which was within the exclusive jurisdiction reposed in the Commission by the Congress and was a proper exercise of the Commission's expert judgment," the reply continued.

"At no time did the Antitrust Division intervene in the proceedings before the Commission," the reply observed. "Nor did the Antitrust Division protest the action of the Commission or request a rehearing. The Antitrust Division failed to avail itself of the procedures made mandatory by the Congress to obtain modification of the Commission's action. That action has become final and is not subject to attack."

The RCA-NBC reply denied the Justice Dept. citation of the network as "advertising sales representative for all members of its station groups, as well as for some independently owned statons," explaining the network does not act as sales representative for non-network owned stations "except in the sale of national spot advertising."

The reply pointed out, "there is vigorous competition for national spot advertising and local advertising among stations offering similar coverage, whether or not such stations are owned by multiple-station owners. There is also vigorous competition among NBC and others for representation of stations in the sale of national spot advertising whether or not such stations are owned by multiple-station owners."

The RCA-NBC reply further contended that the fact that WBC was the only non-network station owner with vhf stations in Philadelphia, Boston and San Francisco "has neither significance nor relevance in this action."

The Justice Dept.'s use of the top eight markets in the U. S. as its reference frame also is not relevant to WBC's competitive position, RCA-NBC claimed. "The WBC tv stations in Philadelphia, Boston and San Francisco were important competitors of other television stations in the same markets, but not of any television stations owned and operated by NBC," the reply asserted.

RCA legal counsel in the proceedings are Schnader, Harrison, Segal & Lewis, Philadelphia, and Cahill, Gordon, Reindel & Ohl, New York.

Court Denies KNAC-TV Sale To Southwestern Pub. Co.

THE EFFORTS of Southwestern Publishing Co. (Donald Reynolds) to buy KNAC-TV Ft. Smith, Ark., were dismissed by the U. S. Court of Appeals in Washington last week.

Southwestern, which through its subsidiary, Southwestern Radio & Tv Co., owns ch. 22 KFSA-TV Ft. Smith, contracted to purchase ch. 5 KNAC-TV in December 1954 from American Tv Co., the permittee. (American was owned 100% by H. S. Nakdimen, while a former competing applicant, George Hernreich, had an option to purchase 50%. Mr. Hernreich requested FCC approval to exercise this option last February [B•T, Feb. 11]).

The sale contract, which originally ran only to Feb. 1, 1955, was repeatedly renewed with the last expiration date being April 1, 1956. Mr. Nakdimen died Dec. 20, 1955, and after his death American and Mr. Hernreich refused any further extension of the sales agreement with Southwestern. The FCC then ruled that all pleadings filed by Southwestern became moot and therefore must be rejected.

Southwestern had protested the Commission's action in granting involuntary control of KNAC-TV to Mrs. Nakdimen and extension of the station's cp. On the transfer, the court ruled that even if Southwestern had standing to appeal, it did not show that the action was erroneously taken.

The FCC should have, without question, accepted the Southwestern's protest against the cp renewal, the court said. However, since injury that may result from the Commission's action would be suffered directly by KFSA-TV rather than the parent company, the appeal of Southwestern "must accordingly be dismissed."

The court further ruled that since Southwestern's subsidiary did not seek to become a party and did not seek rehearing, its appeal also must be dismissed.

Hearing Set for WESH-TV; Three Protests in Offing

THE FCC last week set for hearing its Feb. 6 action in granting ch. 6 WESH-TV Daytona Beach, Fla., a change in transmitter site, increased antenna height and increase in power but refused to stay the effectiveness of the grant.

Protesting the change in WESH-TV facilities are WDBO-AM-FM-TV, WLOF, WKIS-AM-FM, all Orlando, Fla. WLOF and WKIS are competing applicants for ch. 9 Orlando. WESH-TV was granted a move of its transmitter toward Orlando, boost in power from 1.26 kw to 100 kw, and increase in antenna height from 320 ft. to 940 ft.

The hearing was scheduled to determine, among other things, if the WESH-TV move toward Orlando is in derogation of the Commission's allocations policies, if there has been a "full and frank" disclosure of WESH-TV's program plans and the effect the extended service will have upon the availability of WESH-TV facilities to Daytona Beach.

IN NEBRASKA AND IOWA

...only kids use more COLOR than KMTV-Omaha

KMTV—Color Television pioneers since 1953. Completing our 1,910th colorcast this month. KMTV—the only station in Nebraska and Iowa completely equipped for color TV. Take the lead . . . join the leaders in color and black and white—KMTV, Omaha. See your Petry Representative today!

COLOR ~~TELEVISION~~ CENTER

KMTV

NBC-TV
ABC-TV
CHANNEL 3
OMAHA

Represented by
Edward Petry & Co., Inc.

SIX SALES FILED FOR FCC APPROVAL

- Orlando sale top for week
- Five am stations sold

THE $3 million sale of WDBO-AM-FM-TV Orlando, Fla., topped station transfers filed last week for FCC approval. Others included KCRS Midland, Tex., WPEO Peoria, Ill., WBOW Terre Haute, Ind., KOWB Laramie, Wyo., and KVNI Couer d'Alene, Idaho.

Cherry Broadcasting Co. (William S. Cherry Jr. and associates) is buying the Orlando stations from Harold P. Danforth, J. Thomas Gurney, James E. Yarbrough, William G. McBride and associates [B•T, April 8]. Messrs. Danforth and Gurney, currently president-general manager and secretary-general counsel, respectively, of the stations, will remain in that capacity.

Mr. Cherry, who will own 85% of WDBO-AM-FM-TV, owns 44.9% of WPRO-AM-FM-TV Providence and formerly owned 44.9% of WNEW New York. Associated with Mr. Cherry in the Orlando purchase are William H. Goodman (10%), assistant treasurer and director of the Providence stations, and Arnold F. Schoen Jr. (5%), general manager of WPRO-AM-FM-TV.

Of the $3 million purchase price, $2,461,000 is to be paid in cash at the time the sale is consummated. The contract gives both parties the right to cancel the sale if FCC approval has not been granted by June 1, 1957.

A WDBO-AM-FM-TV balance sheet for Feb. 1 listed undivided profits of $593,345 and a capital of $116,000. Cash on hand was $119,893, with total assets of $1,224,062. A pro-forma balance sheet for Cherry Broadcasting Co. (after giving effect to the proposed transaction) listed a net worth of $1,575,000. Cherry is financing the purchase by borrowing $1.5 million from the Bank of New York, $500,000 from the Rhode Island Hospital Trust Co. and the remainder from cash on hand.

All three WDBO stations are affiliated with CBS and the ch. 6 tv outlet also carries ABC and NBC programs. The am station, established in 1924, operates on 580 kc with 5 kw; the fm operation is on 92.3 mc with 25 kw.

Wendell Mayes, his son Wendell Jr., and William W. Jamar Jr. are buying KCRS from Clarence Scharbauer Jr. and Ruth scharbauer, a widow, for $220,000. Mr. Mayes, who will own 96% of KCRS, also owns controlling interests in KBWD Brownwood, Tex., and KNOW Austin, Tex.; 50% of KTOK Oklahoma City; 40% of WACO Waco, Tex.; 30% of KSNY Snyder, Tex., and 20% of KXOL Ft. Worth. The Scharbauers' balance sheet, dated Dec. 31, 1956, listed total radio capital of $52,884, with current assets of $5,597, total assets $48,525 and current liabilities $1,158.

KCRS is on 550 kc with 5 kw day, 1 kw night and began operations in 1935.

WPEO is being sold by John R. Livingston to equal partners Kenneth Greenwood, Robert Sharon, Merritt Owens and Lee Vaughn, all of Kansas City, for $170,000. Messrs. Greenwood and Sharon are salesmen for WHB Kansas City and Mr. Owens owns an advertising agency bearing his name. The 1 kw daytimer is on 1020 kc. The WPEO balance sheet, dated Dec. 31, 1956, listed a surplus of $23,761 and a net profit since April 1, 1956, of $8,246. Current assets $21,366, total assets $39,818, current liabilities $30,334 and a net profit for fiscal 1955 of $12,369.

Jerome W. O'Connor (70%) and associates are seeking Commission approval of their $108,000 purchase of WBOW from Curtis Radiocasting Corp. [B•T, March 25]. Mr. O'Connor owns a tv film firm, WPFA Pensacola, Fla., and 50% of KLEE Ottumwa, Iowa.

Curtis also owns WGBF-WMLL (FM) Evansville, Ind., and WTMV St. Louis. The current president of WBOW (on 1230 kc with 250 w) is Alvin Eades. The station's balance sheet, dated Jan. 31, listed a total net worth of $103,202 with $84,682 as surplus. Current assets were $51,236, total assets $120,521 and current liabilities $4,329.

George B. Dent, John Alexander and their wives are selling KOWB to Richard P. McKee and wife for $75,000. Mr. McKee is a former assistant to the general manager of WINS New York and also a former NBC employe; Mrs. McKee is a former NBC writer for the *Tex & Jinx McCrary* show

Mutual-affiliated KOWB, on the air since 1948, is on 1340 kc with 250 w. The station's balance sheet for Feb. 28 listed its net worth as $54,241, with an earned surplus of $12,562. Current assets of $14,310 were shown, with total assets $60,787 and total liabilities $6,545.

KVNI is being sold to former Mutual executive Herbert Rice by Alan Pollock for $65,000. Mr. Rice, who was with Mutual for 14 years, will become president-general manager of the station following FCC approval of the sale. Mr. Pollock also owns 6.5% of KBET-TV Sacramento.

KVNI is on 1240 kc with 250 w. The station's Dec. 31, 1956, balance sheet showed current assets of $8,698, total assets $88,496, current liabilities $14,636 and capital $33,859.

CBS Asks to Use Ch. 11 With Temporary Facility

CBS, which received a grant for ch. 11 St. Louis March 29 [AT DEADLINE, April 1], has asked the FCC for authority to build and operate a temporary station pending completion of facilities spelled out in its original application.

The network said that with this method it could get KMOX-TV on the air much sooner than if required to complete entire construction before beginning operations. The Commission previously had announced that no special temporary authorizations would be issued after April 1.

The proposal asked for a temporary power of 90.9 kw with antenna 515 ft. above average terrain, using a common tower with KCFM (FM) St. Louis.

House Allots $250,000 For Study of Agencies

BY a roll call vote of 225 to 143, the House last Thursday passed a resolution (H Res 191) to allot $250,000 for an investigation to determine whether federal regulatory agencies—including the FCC—are properly administering the laws creating them as Congress so intended.

The additional $250,000 sought by the House Interstate & Foreign Commerce Committee will be used by its Special Legislative Oversight Subcommittee, headed by Rep. Morgan M. Moulder (D-Mo.), to conduct the investigation.

Rep. Moulder's nine-man subcommittee will meet "sometime this week" with Rep. Oren Harris (D-Ark.), House Commerce Committee chairman, to plan the scope of the investigation and map out an agenda for its work.

"We also will give immediate consideration to obtaining appropriate personnel for the staff of investigators and lawyers," said Rep. Harris.

Passing the House after a short debate, the resolution actually increased the initial $100,000 allotted Feb. 7 for the full Commerce Committee to $350,000, with the additional funds to be used solely for the investigation by Rep. Moulder's subcommittee.

"In the investigation the subcommittee will not delve into personalities—this is not a political witch hunt," Rep. Harris commented.

Objective Job Promised

"You can rest assured an objective job will be done; we're going to keep politics out of it," he added. "The subcommittee is not going into particular applications or individual problems to see whether they are being handled fairly or not—its job will be to re-examine the policies and laws creating the regulatory agencies to determine whether they are being administered as Congress intended."

Noting that some 15 agencies will be subject to the scrutiny, Rep. Harris listed the principal agencies in the probe as the Federal Communications Commission, the Federal Trade Commission, the Interstate Commerce Commission, the Federal Power Commission, the Civil Aeronautics Board, the Civil Aeronautics Authority and the Securities & Exchange Commission.

He said his committee had received numerous complaints from both "Democratic and Republican congressmen" alleging that some of the federal regulatory agencies are not meting out fair and proper treatment in their rulings.

Rep. Harris noted the House Commerce Committee—which includes 13 Republican members—earlier last week gave unanimous approval to the resolution seeking additional money for the investigation. The resolution then was passed by the House Administration Committee, headed by Rep. Omar Burleson (D-Tex.), and sent to the House floor for debate and vote.

In debate on the House floor, those urging passage of the resolution were Speaker Sam

WREC-TV, Channel 3 is Always First in Memphis!

MEMPHIS'

NO. 1

TELEVISION STATION

. . . delivering top coverage with **top shows** . . . **full power** . . . and **highest antenna!**

First by A.R.B.!*

WREC-TV	STATION "B"	STATION "C"
44.1	32.1	27.4

*A.R.B. Report, February, 1957, Sign-on to Sign-off, Sun thru Sat.

First by PULSE!*

STATION	LEADS IN QUARTER HOURS	TOTAL RATING POINTS
WREC-TV	**297**	**6,747.3**
STATION "B"	107	4,416.6
STATION "C"	51	4,136.2

*Pulse, February, 1957, Sign-on to Sign-off, Sun thru Sat.

WREC-TV

CHANNEL 3 MEMPHIS

Covering the entire Mid-South!

CBS TELEVISION

Represented Nationally by The Katz Agency

Rayburn (D-Tex.), Rep, Burleson (D-Tex.), Rep. John W. McCormick (D-Mass.) and Rep. Paul F. Schenck (R-Ohio). Congressmen speaking against the resolution were House Minority Leader Joseph W. Martin Jr. (R-Mass.), Rep. H. R. Gross (R-Iowa), and Rep. Karl M. LeCompte (R-Iowa).

WNET (TV) Withdraws Ch. 12 Grant Protest

THE 3½-year fight against the FCC's grant of ch. 12 in Providence, R. I., to Cherry & Webb Broadcasting Co. (now WPRO-TV) came to an end last week when ch. 16 WNET (TV) withdrew its protest.

WPRO-TV paid the now dark uhf station $10,000 in consideration of its dismissal of a suit pending in Superior Court, Providence, and the withdrawal of WNET's exceptions to an initial decision [B•T, Dec. 17, 1956] recommending that the grant be reaffirmed.

WNET's original protest against the September 1953 grant was based on contention a merger agreement between the three competing applicants actually constituted a "payoff" and that construction of the station was started before a grant was made. The Commission designated that protest for hearing and ordered the examiner to submit findings of fact only and not to make recommendations.

The "restricted" initial decision was issued in April 1954 and the following January the FCC finalized the grant. WPRO-TV went on the air in March 1955.

WNET, claiming that it had been discriminated against appealed to the U. S. Court of Appeals in Washington, which ruled in favor of the protestant and remanded the case to the FCC. The court cited the Commission's failure to order the hearing examiner to issue an initial decision containing both findings of fact and conclusions.

Last December's initial decision followed, which found there had been no payoff or unauthorized construction.

WPRO-TV is owned by William S. Cherry Jr., his sister, Anna Cherry Gross, and Charles W. Knowles. Mr. Cherry, with two WPRO-TV associates, last week filed for FCC approval of their purchase of WDBO-AM-FM-TV Orlando, Fla., for $3 million (story page 54).

KCCC-TV Withdraws Protest

KCCC-TV Sacramento, Calif. (ch. 40), has announced it will withdraw its protest against the proposed antenna-transmitter move by ch. 13 KOVR (TV) Stockton, Calif.

The FCC approved the move last November but later ordered a hearing [B•T, Feb. 11], after accepting the KCCC-TV protest, to determine among other things whether the move would affect uhf stations in Sacramento and Stockton. Several days of hearings were held last month.

Both stations are affiliated with ABC.

TRANSLATORS GIVE RURAL WEST TV

- **Over 1,000 predicted for U. S. in next four years**
- **Those in operation proving successful, say users**

LAST May the FCC authorized the construction of low-power (10 w) tv translator stations [B•T, May 28, 1956]. Today, nine months after the July effective date for the new service, there are 20 to 25 of the little stations on the air rebroadcasting signals of mother outlets.

Has this method been successful in providing tv service to sparsely-settled areas which would not otherwise be able to receive a signal? Yes, say those in a position to know, and their total potential has hardly been scratched. Over 1,000 translator stations are predicted within the next three to four years.

Establishment of the new service nearly a year ago was sparked by the growing number of unlicensed boosters which had been established by communities, especially in the Northwest. However, long before these illegal operations became a problem, the Commission had been studying the most feasible and inexpensive way to bring television to all parts of the U. S.

Other methods were tried and discarded for one reason or another. The aforementioned boosters, which operate on the same channel as the mother station, were unacceptable because they created interference (shadows) and the cost was prohibitive. Cost and the necessity of hooking the home into a cable were drawbacks to community antenna systems.

A translator actually is a transceiver, which receives a tv signal (either vhf or uhf) and rebroadcasts it on a uhf channel.

First to try a translator-type operation was Sylvania Electric Products Inc., which built an experimental station for the benefit of its employes at Emporium, Pa. The Sylvania station, operating on uhf, proved highly successful but the construction costs (approximately $10,000) still were too high for the average small community.

The next translator experiment, in Quincy, Wash., drew the interest of electronics manufacturer Ben Adler (Adler Communications Labs, New Rochelle, N. Y.). This station was put on the air for $6,000 in 1954. After studying the Quincy operation, Mr. Adler and other electronic engineers estimated the entire unit could be built and installed for approximately $1,000. This price has since been revised upward to $3,000, which still is within reach of most areas.

(Last week, Adler displayed a translator station, with accompanying antenna, at the NARTB convention in Chicago. The translator sells for $2,750; the antenna, plus medium-sized tower, for approximately $1,130.)

Believing translators to be the answer for tv-starved people, the Commission invited comments [B•T, Jan. 16, 1956] on the proposal to authorize translators. They were authorized three months later and while there has not been a flood of applications for translators, more and more are predicted as the service becomes established.

The first request for translators was filed by James R. Oliver the same week the authorization became effective. Mr. Oliver, owner of KBIS Bishop, Calif., sought ch. 70 to rebroadcast ch. 2 KNXT (TV) Los Angeles and ch. 72 to repeat the programs of ch. 4 KRCA (TV) Los Angeles, with both baby stations to be located in Bishop.

Mr. Oliver's applications were granted in September 1956, as well as one for Hawthorne, Nev., to rebroadcast KRON-TV San Francisco. The Commission has granted 42 translator cps with applications pending for 54 more. Of the 42 grants, Oregon leads all other states with eight. Next are Colorado and California with seven each (two in Palm Springs, Calif., have been set for a hearing); four in Arizona; three each in Nebraska, Nevada and Washington; two each in New Mexico and Montana, and one each in Oklahoma, Wyoming and Texas.

Translators are authorized to operate in the upper end of the uhf band (chs. 70-83), only. They must meet separation requirements and give no interference to existing tv assignments or other translators. Equipment must be of the type approved by the FCC and they may be operated by remote control. Translators also are required to keep only a token log and an individual with lowest-type radio operator's license is permitted to operate the stations.

Mother Station Consent Needed

An applicant for a proposed translator station must get permission from the mother station he proposes to rebroadcast. As a general rule, the established station welcomes a translator operation because its coverage is increased. Networks also have been cooperative in the establishment of the new service.

Mac Parker, FCC electronics engineer who has been working with the problem of providing tv service to all part of the U. S., believes translators have more than proved their effectiveness. He cites the testimonials of operators, civic officials and viewers who have to depend upon the baby tv stations for a signal. For instance, the mayor of Kingman, Ariz. (which has three translators in operation), said that the picture in Kingman is better than residents in Phoenix can get on their sets from the mother stations.

Of all the present developments in television, translator stations are the only means by which lightly populated areas will be furnished with tv, Mr. Parker feels. The 10 w translators give a signal at 5 miles comparable to what a high power station delivers at 25 miles.

Looming on the horizon: A possible effort by such groups as ASCAP and BMI to charge translators for rebroadcasting programs in which their artists appear.

WBZ-TV
BOSTON
CARMEL VALLEY
ARTICHO
WBZ-TV
BOSTON

There's Something in the Air in Boston... **Materials to the Job Site**

Smith Reverses Self On Pittsburgh Ch. 4

AN FCC hearing examiner reversed herself last week in issuing a modified initial decision favoring WCAE Pittsburgh for a new tv station on ch. 4 in that city.

Examiner Elizabeth C. Smith had issued a previous decision, April 23, 1956, favoring KQV Pittsburgh for the grant [B•T, April 30, 1956]. In that decision, she leaned heavily on "the outstanding record of participation in civic and welfare projects by Mr. (Irwin) Wolf," a leading principal in KQV. At that time, she found that the ownership of WCAE by the Hearst Corp. (WBAL-AM-TV Baltimore, WISN-AM-TV Milwaukee and 12 newspapers) was detrimental because of the concentration of control factor.

However, four days before the first decision was issued, Mr. Wolf died. Subsequently, on Nov. 8, 1956, the Commission ordered the record reopened to determine what steps KQV had taken to replace Mr. Wolf.

In her modified decision, Examiner Smith still found WCAE "deficient" in the diversification of media of mass communication, but found that applicant "superior to all other applicants in such important criteria as past performance in local broadcast station operation, experience in broadcast operation, amount of live programs . . . and greater assurance of effectuation of over-all proposal." She noted that KQV "suffered a great loss in leadership and especially guidance in civic service" by the death of Mr. Wolf. She said that Irwin D. Wolf Jr., who replaced his father as a KQV principal, has yet to prove himself.

Other applicants for the channel are Matta Enterprises, Wespen Tv Inc. and Irwin Community Tv Co. The Commission last month denied a petition by Matta for interim operation of a tv station on ch. 4 [B•T, March 11].

Pittsburgh currently has two commercial tv stations on the air—ch. 2 KDKA-TV and ch. 16 WENS (TV). The grant of ch. 11 there to WIIC (TV) was reaffirmed by the FCC last month following the withdrawal of a protest by WENS [B•T, March 25].

Speculation Aroused By Magnuson's Letter

DESPITE a statement by Sen. Warren G. Magnuson (D-Wash.) that his March 27 letter of inquiry (text, page 130) to national television rating services was sent for "information only," there was some speculation last week that his Senate Interstate & Foreign Commerce Committee has taken a new "tack" in its investigation of the business operations of the tv industry.

At least two or three rating services were to have answered by this week, but some officials have been silent about receiving the letter, while others have termed the request "unusual."

Sen. Magnuson explained last week that "we're not investigating them—we just want information on their *modus operandi* and how they arrive at their ratings." The senator noted he has received many inquiries and complaints on the rating services' methods and operations. Earlier he had announced he was sending the inquiry letters [B•T, April 1].

"We want this background information because it affects programming, network practices and other phases of the industry," Sen. Magnuson said. He noted that "information" from the rating services would supplement that of the FCC and the committee's Communications Subcommittee in their network practices reports. "The information from the rating services will furnish us a basis for further action," he added.

Pulse Inc., New York, was reported last week to have sent the first reply to Sen. Magnuson's letter, and the American Research Bureau Inc., Washintgon, D. C., was slated to file its answer this week, according to John Landreth, ARB general manager in Washington.

"We have completed our answer to the senator's letter, and will mail it after Mr. Seiler [James W. Seiler, ARB director] returns to the office April 15 [today] and approves it," Mr. Landreth said.

Meanwhile, officials of Hooper Inc., New York, refused to confirm or deny receiving the letter, and executives of A. C. Nielsen Co., Chicago, termed the senator's request "unusual." However, Henry Rahmel, Nielsen's executive vice president, said his firm has "every desire to cooperate with the Senate Interstate & Foreign Commerce Committee" in its exploration of tv rating services. Mr. Rahmel noted—as did Mr. Landreth for ARB—that "such information has been continually available to Nielsen television index clients and to others interested in subscribing to the service."

McConnaughey Urges '58 Budget Restoration

CUTTING the FCC's proposed budget for the '58 fiscal year will lower the Commission's service to the public and increase backlog applications, especially in its safety and special radio services bureau, declared Chairman George C. McConnaughey in testimony April 5 before the Independent Offices Subcommittee of the Senate Appropriations Committee.

In a letter to Sen. Warren G. Magnuson (D-Wash.), subcommittee chairman, and in testimony before the Senate group, Mr. McConnaughey sought full restoration of the proposed $8,950,000 appropriation for the FCC in the next fiscal year. (The House, following recommendations from the House Appropriations Committee, had slashed the Commission's budget to $8.3 million, thus lopping off $650,000) [B•T, March 25].

Mr. McConnaughey pointed out to the Senate subcommittee that the House cut actually left the Commission with only $17,000 more than was in its 1957 appropriation of $7,828,000 because $455,000 of the proposed '58 budget must go to the Civil Service Retirement Fund.

Comr. McConnaughey cited the many growing problems now facing the Commission—subscription tv, deintermixture, rulemaking decisions involving the whole spectrum, and planning for the 1959 International Radio Conference in Geneva, Switzerland, and others.

The FCC will not be able to effectively handle these problems unless its budget is fully restored, he said.

Terming the safety and special radio services bureau "one place where it is almost disastrous to cut the agency," he noted "many thousands more applications are received every year, and we are bogging down on them. We cannot do anything else but bog down." Mr. McConnaughey said that with no increase in staff "bigger backlogs [can be] expected in this service."

He added that nonhearing application backlogs in tv probably will increase some 25%, and standard am nonhearing applications are expected to double. Other services that would be cut if the budget is not fully restored include the General Counsel's office and the field and monitoring department, the FCC chairman said.

Also testifying was Robert W. Cox, FCC executive officer, who told the subcommittee that full budget restoration would enable the Commission to employ about 85 more staffers (raising the total from the present 1,104 to 1,189). To maintain the House cut would mean that only 12 more people could be employed, he said.

Chairman McConnaughey said that most FCC employes are now working six days a week, and "many nights too."

Bloomquist Asks Ch. 10; Educational Tv Bid Filed

APPLICATION for ch. 10 in Hibbing, Minn., was filed with the FCC last week by Carl Bloomquist, owner of WEVE Eveleth, Minn. The applicant is asking for 10.6 kw visual and an antenna height of 633 ft. Construction costs are estimated at $133,893.

Also filed last week was an application for educational ch. 3 in Tampa-St. Petersburg, Fla. Florida West Coast Educational Tv Inc. has asked for 14.23 kw visual and an antenna height of 515 ft. Construction and first year operating costs are estimated at $84,000 and $100,000 respectively.

Robert R. Guthrie is president of Florida West Coast. Two of the company's directors are commercial broadcasters: George W. Harvey, general manager of WFLA-AM-FM-TV Tampa, and P. A. Sugg, executive vice president of WKY Television System (WKY-AM-TV Oklahoma City, WSFA-TV Montgomery, Ala., and WTVT [TV] Tampa).

Upkeep of Unused Towers Sought

AN AMENDMENT to section 303(c) of the Communications Act of 1934, which would require former station owners to "maintain the prescribed painting and/or illumination" of abandoned or unused radio and tv towers until they are dismantled, was introduced into the House last week by Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee. Mr. Harris said he entered the bill (HR 6746) at the request of the FCC.

WBZ-TV
BOSTON
WBZ-TV
BOSTON

There's Something in the Air in Boston... **Final Check of Specifications**

WCMB-TV, WTPA (TV) Seek Trade of Their Facilities

CH. 27 WCMB-TV Harrisburg, Pa., which suspended operation for economic reasons last Wednesday, and ch. 71 WTPA (TV) Harrisburg, last week asked the FCC to approve a unique application for change of facilities between the two stations.

Under the agreement, ABC-affiliated WTPA is buying WCMB-TV (including its channel) for $150,000. WCMB-TV in turn would operate on ch. 71 upon returning to the air. WTPA also asked for a power increase to 1 megawatt upon FCC approval of its WCMB-TV purchase and operation on ch. 27.

WCMB-TV, owned by Edgar T. Shepard (66⅔%) and Edgar K. Smith (33⅓%), listed a Dec. 31, 1956, balance sheet showing a deficit of $106,500. Current assets were $72,866, total assets $285,619 and current liabilities $106,500. WTPA is owned by the Patriot News Co. (Samuel I. Newhouse and family), which listed a net worth in excess of $2 million. The Newhouse family also owns several other radio and tv stations and newspapers.

WIBC, Mid-West Also Protest Indianapolis Ch. 13 Grant

THE TWO remaining losing applicants for ch. 13 Indianapolis has joined WIRE that city [B•T, April 8] in protesting the FCC's March 8 grant of ch. 13 to Crosley Broadcasting Corp.

Like WIRE, WIBC Indianapolis and Mid-West Tv Corp. asked for a stay of the grant, reconsideration and rehearing. They attacked vigorously participation in the case by Comr. T. A. M. Craven. Comr. Craven, upon advice from FCC general counsel that he was legally obligated to participate, cast the deciding vote in the Commission's 4-3 decision awarding grant to Crosley [B•T, March 11].

Mr. Craven was not a member of the Commission at the time oral argument was held for the Indianapolis facility. Mid-West also claimed that the FCC's action in denying a petition (filed in October 1956) to amend its application and reopen the record was "illegal." In addition to the Craven protest, WIBC said the FCC erred in its evaluation of applicants and refused to consider all relevant factors.

WSPA-TV Transmitter Move Protested in Court of Appeals

THE long history of protests in the ch. 7 WSPA-TV Spartanburg, S. C., transmitter move was back in the Court of Appeals, Washington, D. C., last week.

Ch. 23 WGVL (TV) Greenville, S. C., and ch. 40 WAIM-TV Anderson, S. C., which have been to the court twice previously seeking to have the FCC's 1954 grant set aside, returned again seeking relief from a Commission order issued last month. In the latest order, the Commission refused to stay its grant of the WSPA-TV move from Hogback Mt. to Paris Mt., near Greenville, pending outcome of further hearings.

The court last September [B•T, Sept. 10, 1956], ruled that the FCC had erred in affirming the move and ordered further hearings. At that time, there was considerable speculation as to whether or not WSPA-TV would be forced to go dark pending a new ruling. The FCC's March order permitted the station, which began telecasting April 29, 1956, to remain on the air.

Comr. Robert T. Bartley dissented to the ruling by the Commission which permitted WSPA-TV to remain on the air, stating: "I have serious doubts that this carries out the requirements of the court's decision."

Autry, Thomas Tax Claims Denied by Internal Revenue

TWO tv personalities, one also a multiple-station owner, have federal income tax problems because claimed interest payments have been disallowed. The Internal Revenue Service says cowboy star Gene Autry owes $142,000 for 1953-54 and that ABC-personality Danny Thomas owes a much smaller amount for 1952.

Mr. Autry declared a net income of $15,000 for 1953 and $45,000 for 1954; the IRS says this actually was $135,000 and $159,000, respectively, because interest payments claimed by Mr. Autry are not allowable. Mr. Autry has filed a petition with the U. S. Tax Court denying the government's claim. The cowboy star owns approximately 50% of KOOL-TV Phoenix, KOPO-TV Tucson, KMPC Los Angeles and KSFO San Francisco.

Mr. Thomas' net income for 1952 was $73,000, according to IRS, which refused to allow a $3,750 interest payment claim.

KBAK-TV Asks Ch. 10 Deletion

KBAK-TV Bakersfield, Calif. (ch. 29), last week asked the FCC to institute rule making proceedings which would delete ch. 10 (KERO-TV) from Bakersfield and reassign that vhf channel to the area north of Los Angeles. KBAK-TV further petitioned that ch. 39 be assigned to Bakersfield in lieu of ch. 10 and that KERO-TV be ordered to show cause why it should not operate on ch. 39.

KBAK-TV had sought ch. 12 Fresno (KFRE-TV), Calif., which has been reassigned to Santa Barbara [B•T, March 4], for its use in Bakersfield.

High Court Denies NFL Plea

THE U. S. Supreme Court last week refused to review its Feb. 25 [B•T, March 4] decision that professional football is subject to antitrust laws, denying without comment a request for reconsideration filed by the National Football League.

Attorneys for pro football had asked for another hearing on grounds the ruling "constitutes a discrimination against professional football and a preferential 'exemption' of professional baseball." The Supreme Court, in 1922 and against in 1953, had ruled baseball exempt from antitrust laws.

FTC Probing Selling Methods Of Trading Stamp Companies

A CRACKDOWN by the Federal Trade Commission on many of the nation's biggest trading stamp companies apparently is in the offing, with FTC members studying drafted complaints alleging law violations.

Sperry & Hutchinson Co. (S & H cash discount stamps), New York, which is considered the only trading company with virtually national distribution, is an extensive television advertiser with its annual budget approaching $2.5 million. Through Sullivan, Stauffer, Colwell & Bayles, New York, S & H sponsors one-third of NBC-TV's *Perry Como Show* and buys participations on NBC-TV's *Home* program. Value Enterprises (Top Value stamps), Dayton, is an active purchaser of tv spots and filmed programs in the Midwest and Southwest. Stop & Save Trading Stamps Corp. (Triple "S" stamps) through Hilton & Riggio, New York, uses radio and television spot announcements in its coverage area encompassing eastern New York state, using eight to ten television stations and more than 25 radio stations.

Although the Commission has not divulged the complaints, they probably will include misleading advertising, unfair competitive methods and discriminatory practices. Specific practices in selling stamps to storekeepers and providing merchandise "premiums" to housewives who have collected the stamps apparently are the crux of pending complaints against some 400 trading stamp companies.

The $600 million business already is combating restrictive legislation in several states and will be in for more "headaches" if the FTC charges are issued.

The Commission's Bureau of Investigation and Litigation has been exploring whether any of the companies' advertising has been misleading or deceptive, whether "unfair methods of competition" have been used to give one store area rights over another, and whether any stamp company has discriminated between one store and another.

The basic legality of saving stamps or their status as a national institution are not involved in the FTC investigation, Commission spokesmen have said.

WMYR Protests WBRD Grant

ROBERT HECKSHER, who owns WMYR Fort Myers, Fla., last week asked the Court of Appeals for D. C. to set aside the FCC's March 11 order which refused to reconsider the grant of a new am in Bradenton, Fla., to Sunshine State Broadcasting Co.

Mr. Hecksher claims that WMYR will receive electrical interference from the new station (WBRD), granted without a hearing Dec. 19. WMYR operates on 1410 kc with 5 kw daytime and 500 w nights. WBRD was granted 1420 kc with 1 kw daytime only.

WMYR asked that the Commission's order be declared invalid, reversed and set aside and that the case be remanded to the FCC for a full evidentiary hearing.

WBZ-TV
BOSTON
WBZ-TV
BOSTON

There's Something in the Air in Boston... **Designed With an Eye to the Future**

Tape vs. Technician: New Angle, Old Problem

VIDEO tape recording has introduced a number of human problems. Network and union officials are attempting to determine just how the introduction of tape alters the duties of various employes and just how these alterations fit—or fail to fit—the terms of present network-union agreements.

For instance, NBC-TV and the Radio-Tv Directors Guild have gone to the American Arbitration Assn. in Hollywood for an interpretation of the duties of assistant directors employed in the network's coordination room where films are checked for broadcast and filmed commercials readied for insertion into programs on cue. These and other similar duties heretofore fell to the assistant directors who are guild members.

Taped programs and taped commercials are not always routed through the coordination room, and their call to roll comes from the clock and not from the assistant director. Hence the need for interpretation and the failure of NBC-TV and RTDG to get together on it. This reportedly is the first time that arbitration has been resorted to by these two parties as a means of resolving their differences.

Conversation concerning changes which the introduction of the video tape recordings are making in the network's operations and in the duties of engineering personnel have commenced in Hollywood between NBC-TV and the National Assn. of Broadcast Employes and Technicians representing NBC's technical employes.

It is the practice, B•T was informed, that when new equipment is introduced network and union get together to discuss its effects on the duties of the technicians. With the new video tape both sides agreed to delay such talks until the tape had been in use long enough to determine how it has changed the technical operations and what the new technical requirements are. These talks were held up for a while by the NBC-RTDG arbitrations proceedings but now have begun without waiting for those to end.

Not all of these labor disputes, arbitrations or conferences stem from the video tape innovation, however. NBC-TV also is involved in an old-fashioned jurisdictional dispute in which work the network needed done was claimed as falling within the purview of two unions. In modernizing Studio 2 in NBC Color City in Burbank to install new color cameras it became necessary to rewire part of the studio. NABET, representing NBC's technical employes, claimed the work for its members.

International Brotherhood of Electrical Workers, to which the employes of Fishback & Moore, contractors hired by NBC for building alterations, belong, maintained that its members should do the job. The solution was as old-fashioned as the problem: The work was divided between the two groups.

L. A. AFTRA Now Boasts 4,892 Membership Total

AFTRA's Los Angeles local has 4,892 paid-up members, according to a census as of Feb. 1, showing an increase of 548 since the last count six months before and of 1,022 since the 1955 count, the union reported to its members in the March issue of the local's bulletin, *Dial-Log.*

The breakdown shows actors accounting for 61.3% of the total membership, singers 17.1%, announcers 9.2%, dancers 4.8%, specialty acts 3.9%, models 1.6%, commentators 1.2%, m.c.s 0.5%, sound men 0.4%.

The local's members are divided into 2,543 full-dues-paying members and 2,349 who pay half dues (those whose parent branch of the Associated Actors and Artistes of America is other than AFTRA, such as Equity, Screen Actors Guild, etc.).

As to earnings, the union reports that "78 out of every 100 AFTRA members earn only up to $2,000 annually in radio and/or live television [work in filmed tv shows would fall under SAG jurisdiction]. One out of every 11 earns $5,000 yearly; one in about every 19 earns $10,000 per year; one in about 26 earns $20,000 annually, and one out of about 44 earns $50,000 yearly. Forty-five members [less than 1%] earn over $50,000 per year."

The local's own financial report for the year ended Jan. 31, 1957, shows that it collected $200,382.68 in regular dues and fees; paid half to the national office, retaining $100,150.85, which fines, interest and other items raised to a total revenue of $159,631.78; spent $114,691.35 in general expenses and $2,098.35 to publish the *Dial-Log,* leaving a net gain of $42,842.08 for the year. Added to the balance as of Jan. 31, 1956, the local now has a surplus of $142,289.73.

Writers, CBS Sign Agreement

WRITERS Guild of America East announced last week that an agreement has been reached on a new contract with CBS covering staff radio and television desk assistants. The agreement, the guild said, completes union coverage of all desk assistants employed by the major networks in New York.

Terms include salary increases and other fringe benefits. Desk assistants will receive $52 weekly for the first six months and raises bringing their pay to $65 for more than two years of employment. In addition, CBS has agreed to establish an informal on-the-job training program to teach desk assistants the various phases of the news operation including film shooting and editing and news traffic.

Becker New AFTRA Counsel

MORTIMER BECKER, former law associate in the firm of Jaffe & Jaffe, New York, has been confirmed by the membership as the general counsel of the New York chapter of American Federation of Television and Radio Artists. Ferdinand Pecora has served in the post on an interim basis for several months, following the resignation of Henry Jaffe.

Smith & Pepper Law Firm Established in Washington

ESTABLISHMENT of a new Washington law firm, Smith & Pepper, has been announced. The firm comprises E. Stratford Smith and Vincent A. Pepper, and is located at 1111 E St., N.W., Washington. Telephone is Executive 3-8333. Mr. Smith was trial attorney and chief, telephone services facilities branch, Common Carrier Bureau, before joining the Washington law firm of Welch, Mott & Morgan in December 1952. During the last few years, Mr. Smith has been executive director of the National Community Television Assn. Mr. Pepper is a 1951 graduate of Georgetown Law School, joining the Welch, Mott & Morgan firm immediately after receiving his LL.B.

APRA Lists Speakers, Program For Conference in Philadelphia

PROGRAM of 13th Annual Conference of the American Public Relations Assn., to be held in Philadelphia at the Warwick Hotel April 24-26, has been announced.

At the opening luncheon Wednesday, April 24, Dan J. Forrestal, president of APRA and public relations manager of Monsanto Chemical Co., will be principal speaker. Irving Kahn, president of TelePrompTer, also is on the program, to speak on "Closed Circuit Television for Public Relations Meetings."

A session devoted to "The Use of Radio and Tv in Public Relations" will take place on the final morning of the conference, April 26. Panelists will be Fred G. Harrington Jr., public relations manager, Insurance Co. of North America; Jack Hirst, Scott Paper Co., and Abe Rosen, deputy city representative, Philadelphia.

Pauline Frederick, NBC correspondent, will address the Friday luncheon on "Public Relations at the United Nations."

One topic of Friday afternoon's Eighth International Public Relations Institute will be "Tv Around the World," to be discussed by Richard Hooper of the RCA public relations staff and president of the Philadelphia chapter of APRA, hosting the conference.

The conference will close Friday evening with announcement of 17 Silver Anvil awards at the final banquet.

Erwin Brokerage Adds Territory

RALPH ERWIN, Tulsa theatre and station broker, has expanded services to cover New Mexico, bringing licensed operations to a total of eight states. At the same time Mr. Erwin announced the opening of two new branch offices, in Albuquerque, N. M., and Shreveport, La.

Copeland Organizes PR Firm

HAL COPELAND, former radio-tv account executive for The Branham Co., Dallas, has formed a public relations firm, The Hal Copeland Co., in that city. The new firm, specializing in the entertainment field, is quartered in the Melba Bldg. Telephone: Riverside 7-8041.

WBZ-TV
BOSTON

There's Something in the Air in Boston . . . **A Masterpiece of Modern Engineering**

DATELINES OF THE WEEK

A sampler of radio and television news enterprise

PHILADELPHIA—Reporters and cameramen of WCAU-AM-FM-TV Philadelphia worked with police in the pre-dawn hours last Thursday as officials made new raids in their continuing crackdown on narcotics peddlers and users. By 7:45 a. m. the stations had stories and pictures of the raids on the air.

Cameraman Lew Clark, with newsmen Barry Nemcoff and Ken Mayer, worked from 2 to 6 a. m. The four hour's work produced film of raids on three homes, shots of police booking and fingerprinting 43 suspects and taped interviews with an admitted peddler and user, an undercover agent and Police Sgt. Anthony Bonder, head of Philadelphia's narcotics squad.

CHARLOTTE—Earlier in the week WBTV (TV) Charlotte newsmen found themselves amidst the wake of a tornado, said to be the worst such disaster in the two Carolinas since the tropical hurricanes of 1954. WBTV News Manager Nelson Benton and Earl Wells, chief cameraman, worked throughout the day Monday, when the twisters struck, and all night long covering the story at various points in the two states. Their accounts of the widespread destruction ran extensively on WBTV and on CBS-TV.

CLEVELAND—After a year's spadework, KYW Cleveland has launched its series, *Traffic Court,* broadcasting cases as they are handled by Municipal Judge George P. Allen in suburban Parma. *Traffic Court* is on the air, taped, Fridays at 10-10:30 p.m., edited from two-hour court sessions, but with names and facts left intact.

Judge Allen opened his court to KYW in the interest of promoting safety, timing the April 5 debut to fight increased traffic mishaps in summer. A Safety Council meeting nearly a year ago, attended by Judge Allen and Sanford Markey, KYW news director, germinated the idea for the court broadcasts. On fruition, Judge Allen found no disturbance to his court by the electronic coverage.

DENVER—One of the worst spring blizzards in Colorado's history put Denver tv stations out of business Tuesday afternoon, April 2. But in the hours before the power failed KBTV (TV) there packed in a full morning of emergency coverage at the storm's height. Jill Ferris, women's director and weather girl for the station, was on the air from 11:30 a.m. to 1:15 p.m. with an extensive weather report including beeper phone reports from officials and hospitals and live pictures of the snowy chaos on downtown streets.

When it was able to resume telecasting the next morning, KBTV prepared a special half-hour report for that afternoon, *Operation Dig-Out,* using film of storm damage and telephone interviews.

GOLDEN—In this part of snow-ridden Colorado, KGOL dropped regular programming to talk about the weather, featuring spot coverage and service bulletins until a studio power failure put two announcers on a two-hour talkathon, using a battery-operated transistor amplifier. The station news director, snowbound at Blackhawk, Colo., telephoned reports to KGOL for 36½ hours until he lost his yardstick in the snow. The daytime station signed off at the usual hour, but since impassable roads and buried cars forced staffers to sleep at the office, they relayed storm information to KDEN Denver during the night.

The next morning KGOL helped put Denver tv back on the air by broadcasting a plea for snowshoes for power linemen. An avalanche—of snowshoes—resulted, the station reports.

DENVER—KOA was prepared for coping with the new blizzard by its experience during the big snow of March 23-24 which paralyzed sections of six western states. The emergency service provided then by this 50 kw facility was, it was reported, the only contact thousands of snowbound citizens had with the outside world. KOA put in a full two days of news and emergency service, was queried and quoted by other Denver stations, the outlet said. KOA penetrated a stranded Union Pacific railway car with messages assuring 400 stranded passengers that help was on the way. This service, provided periodically March 24, at the request of the Kansas State Patrol, was cited by the AP in a wire story. At the end of the two-day, overtime job, KOA saluted KGNC Amarillo, Tex.; KGNO Dodge City and KWBG Goodland, both Kan.; KOGA Ogalalla and KMMJ Grand Island, both Neb., for the jobs done in their own hard-hit areas and for cooperation provided KOA during the emergency.

A DOCUMENTARY broadcast on WBT Charlotte, N. C., last week described that station's history on the occasion of its 35th anniversary. Here commentator J. B. Clark (1) interviews Earl Gluck, who helped build WBT's first transmitter. Mr. Gluck today is president of WSOC Charlotte and holder of a cp for ch. 9 WSOC-TV there, which will commence operation soon as Charlotte's second tv. Mrs. E. H. Hammond Jr., whose father, Fred Laxton, was the station's first licensee, described how her "one, two, three, four" was WBT's first broadcast signal. At right is Charles H. Crutchfield, WBT executive vice president and general manager. A congratulatory message from President Eisenhower was among many received by the station last week.

TUCSON—Turning its attention on a far-away hot spot, KGUN-TV Tucson is sending its news director, Shep Riblet, to the Middle East to bring back a film report on the crisis there. He will spend a week in Israel, surveying the Gaza Strip, proceeding to Aqaba and the Strait of Tiran and winding up in Rome for a special film story on the Vatican.

PHOENIX—Tom Chauncey, president and general manager of KOOL-AM-TV Phoenix, has received a letter from the city mayor, Jack Williams, commending the continuing job of the KOOL-TV news department, headed by Ralph Painter. "No matter where I go, I can honestly say that I find one of your cameramen on hand covering the news. Morning, noon and night they stay on the job," said the mayor, continuing, "Such diligence is in the highest concept of public service to your community and the large area you serve. . . ."

Judge Acquits Disc Jockey In Philadelphia Morals Case

STEVE ALLISON, suspended disc jockey of WPEN Philadelphia, was acquitted April 5 of morals charges made by a grand jury last November [B•T, Nov. 5]. The acquittal was granted by Judge Charles G. Webb sitting in the Philadelphia Common Pleas Court. He heard the case without a jury in February after the first trial last December resulted in a hung jury.

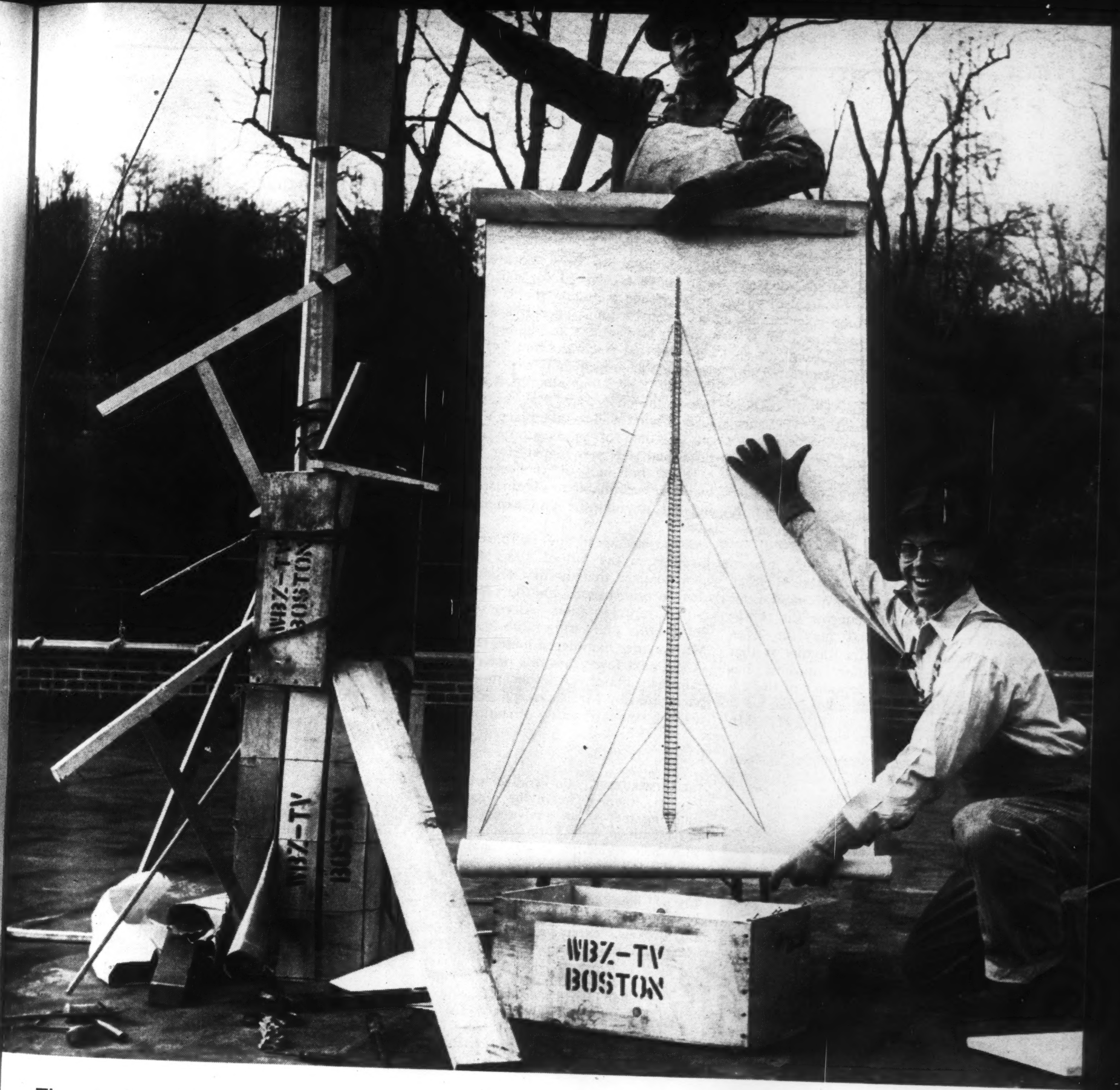
Mr. Allison last week was still under suspension by WPEN. Upon the acquittal, General Manager William B. Casky, vice president-general manager of WPEN, issued a statement that the station faced "further questions which must be answered and decisions which must be made before our thinking can be clarified" in the Allison matter. The station was known to be under pressure from listeners, business interests, education representatives and the American Civil Liberties Union, both for and against reinstatement of Mr. Allison.

Former WPEN announcer Jack Barry, also charged in the morals investigation, was acquitted in January in a trial without jury. He did not rejoin the station staff.

Mr. Allison was uncertain last week about future plans. He has not been employed during the trials.

Union Show 'Thrown Off' Air In Los Angeles, Says Official

THE WEEKLY tv program sponsored by the Los Angeles local (770) of the Retail Clerks Union was "thrown off" KTTV (TV) Los Angeles because "we wanted to tell the truth about the North American (Aviation) strike," Joseph De Silva executive secretary of the local, declared last Wednesday. Charge came during a telecast interview on Bill Stout's *Eye to Eye* program



There's Something in the Air in Boston... **The Real Thing!**

No kidding . . . we didn't build it *that* way, but we *did* build it: a new tower for WBZ-TV . . . an engineering marvel that reaches 1349 feet into the New England skies . . . the tallest structure in New England.

WBZ-TV built this new tower for just one purpose—to provide the finest television transmission facilities available, gaining even greater audiences for your commercial message.

WBZ-TV's spanking new tower adds thousands of new TV homes to our coverage area, increases population reached by 12.3%—over 100,000 new TV homes—more reasons why . . .

in Boston, no selling campaign is complete without the WBC-TV station

WBZ 4 TV

WESTINGHOUSE BROADCASTING COMPANY, INC.

W B C

RADIO—**BOSTON**, WBZ+WBZA; **PITTSBURGH**, KDKA; **CLEVELAND**, KYW; **FORT WAYNE**, WOWO; **CHICAGO**, WIND; **PORTLAND**, KEX

TELEVISION—**BOSTON**, WBZ-TV; **PITTSBURGH**, KDKA-TV; **CLEVELAND**, KYW-TV; **SAN FRANCISCO**, KPIX

WIND REPRESENTED BY A M RADIO SALES
KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

25 YEARS OF SELLING TIME

Raymer Co. has grown with radio, sees future gains with spot

IN 1932, at the suggestion of an advertising agency friend, Paul H. Raymer decided to give the comparatively new business of radio a try, though he had some reservations about his decision. He formed the Paul H. Raymer Co., station representative, in a small office at Madison Ave. and E. 38th St. in New York.

Mr. Raymer's reticence about radio stemmed from a background of 11 years in the advertising field devoted exclusively to print media. He realized, too, he was entering a business that had attained only small recognition up to that time in the advertising community and was operating without any accepted standards of business practices.

Today, as the Paul H. Raymer Co. marks its "25th anniversary year," Mr. Raymer can look back at a record of substantial growth and accomplishment for his representation company. What may be even more heartwarming to Mr. Raymer is that the exclusive representation business has earned the respect and acceptance of the advertising and broadcasting industries.

Fresh out of Cornell U. in 1921, Mr. Raymer came to New York and for the next 10 years worked for various advertising agencies, including the H. K. McCann Co., as an account executive. The depression left him jobless and he embarked upon a project that fascinates him to this day. He began publishing a daily newspaper, *Today In New York,* that attempted to give visitors to the city (as well as residents) a picture of what was to take place in New York on the date of publication. Mr. Raymer published the newspaper for almost five months, but had to abandon the project when he was unable to obtain needed financing for maintaining and expanding operations.

Once set up in the radio representation business in the fall of 1932, Mr. Raymer soon realized that the first order of business was to sell stations on the concept of exclusive representation. Along with a handful of other pioneering radio representatives, Mr. Raymer hammered home this point and in the next few years this practice began to gain acceptance. Another missionary task performed by Mr. Raymer in his early days was the standardization of station rate cards. He was a consultant to the American Assn. of Advertising Agencies, which formulated standardized rate cards back in the early thirties.

The growth of radio in the late thirties and through the subsequent years was followed by an expansion in the Raymer organization. The first person Mr. Raymer hired in 1933 was Fred Brokaw, a classmate at Cornell, who is still with the organization. Shortly after joining Mr. Raymer, Mr. Brokaw was made a partner of the company and today serves as executive vice president and television sales manager. As business flourished, offices were opened in other cities and today they number seven, all of which are wholly-owned and operated.

In his first year of operation Mr. Raymer represented five stations—**KSTP** Minneapolis, **WCAO** Baltimore, **WSYR** Syracuse, **WCAE** Pittsburgh and **WNBR** Memphis. Today the Raymer representation list numbers 18 television outlets and more than 30 stations.

Mr. Raymer envisions even greater growth for the spot representation business in the future. He estimates that the total gross volume of national spot business today is more than $500 million and believes there are at least 15,000 prospective clients (as compared with "several hundred" for network business). He is confident that more advertisers can be brought into the fold, but is insistent that there is need for a spot broadcasters organization that will conduct a consistently hard-hitting campaign in behalf of the media.

A source of "great satisfaction," Mr. Raymer said, is that the Paul H. Raymer Co. is "the oldest in business with the same name and under the same organization." After 25 years, he added, he is still guided by the business philosophy he evolved when he formed the company:

"I didn't want to be the biggest in business. I did not envision it as a speculative project. I wanted a company that was going to be successful, but I wanted one that was first class, sound and stable. I insisted on high quality standards of operations that would give our clients a steady and consistent growth."

THEN-TIMEBUYERS who worked with the Paul H. Raymer Co. in the year of its founding met at an anniversary dinner last month in New York. Pictured here, with their affiliations in 1932 and 1957, are the following:

Standing (l to r): C. E. Midgeley Jr., BBDO, now Ted Bates; Frank Barton, N. W. Ayer, now Lennen & Newell; Fred C. Brokaw, executive vice president, Raymer Co., who now is also tv sales manager for Raymer; Jack Latham, Young & Rubicam, now with Philip Morris, and Jack Davidson, Young & Rubicam, now Kelly, Nason & Co.

Seated (l to r): Madeline Vose, Mr. Raymer's secretary since 1932; Elizabeth Black, Ruthrauff & Ryan, now Harry B. Cohen; Reggie Schuebel, Biow Co., now Guild, Bascom & Bonfigli, and Linnea Nelson, J. Walter Thompson Co., now a consultant.

Seated in front of the group is Mr. Raymer, host at the dinner.

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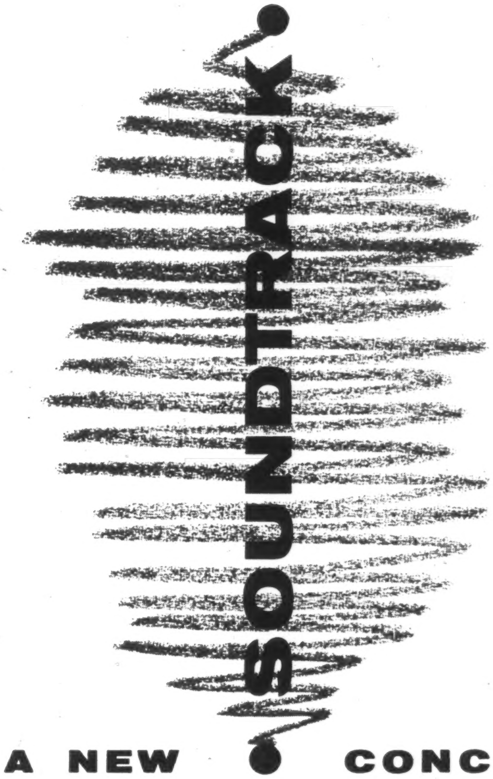
on KNXT (TV) Los Angeles, after Mr. De Silva had attacked the Los Angeles newspapers, particularly *The Times* (majority owner of KTTV) with being consistently anti-labor.

"We had strikers ready to go on but they weren't allowed to," Mr. De Silva said. "We went to the FCC but it was like hitting our heads against a stone wall."

Officially, KTTV executives made no answer to the union official's charge. But in response to a query a station spokesman said that what happened was that, during the strike against the aviation company about two years ago, local 770 had proposed that a debate of the issues be conducted on its program, with both sides represented. This debate was advertised in the newspapers, with copy that announced the appearance of the strikers and added in an agate line that management had been invited to appear. KTTV did a little checking, found that North American executives had no intention of appearing, and then told the union that it would not permit the one sided account of the strike to go on. "The union then moved the program to another station," the spokesman said. "We didn't kick them off. They left us."

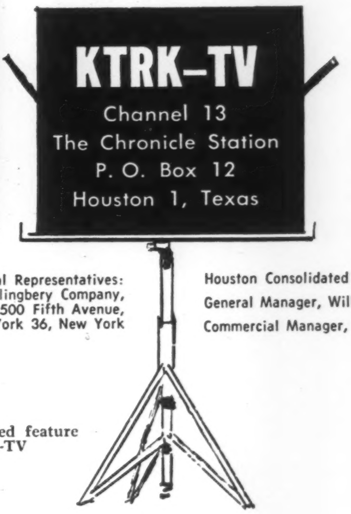
The program, *770 on Tv,* is now telecast each Sunday, 12:30-1 p.m. on KABC-TV Los Angeles. It includes 15 minutes of a filmed report on world affairs by Drew Pearson and 15 minutes of discussion of local issues, done live in the KABC-TV studio.



Now in Houston television acquires a new flexibility . . . a soundtrack for modern living . . . under the genial guidance of Houston's long time favorite Ted Nabors! The 7 to 9 morning audiences listen and watch what they've missed on TV and Radio — maximum music and minimum talk with the best in pop records, latest news, weather information and time service . . . all on KTRK-TV's *SOUNDTRACK!

A NEW CONCEPT IN BROADCASTING

*SOUNDTRACK, backed by written testimonial proof from satisfied clients has done an outstanding job of salesmanship. Another unquestionable indication that KTRK-TV's better showmanship, better shows, mean better results. For your next buy . . . for your *best* buy . . . buy KTRK-TV and, ask about *SOUNDTRACK . . . the program that gets results.



KTRK–TV
Channel 13
The Chronicle Station
P. O. Box 12
Houston 1, Texas

ational Representatives:
P. Hollingbery Company,
500 Fifth Avenue,
New York 36, New York

Houston Consolidated Television Co.
General Manager, Willard E. Walbridge
Commercial Manager, Bill Bennett

*copyrighted feature of KTRK-TV

KTTV (TV) Nets $8.6 Million In '56, Topping '55 by 15.7%

KTTV (TV) Los Angeles had a net revenue before taxes of $8,645,620 in 1956, up 15.7% from the $7,473,759 net revenue for 1955. But last year KTTV "had its first full encounter with the full 52% rate of federal income tax," so its profit after taxes dropped from $396,886 in 1955 to $206,361 in 1956, the station's owner, Times-Mirror Co., Los Angeles, discloses in its annual report to stockholders.

"In recent years," the report states, "KTTV has found it increasingly difficult to develop sources of top revenue because of the superior bargaining position of the national networks. While this trend increased in 1956, KTTV was nevertheless able to develop one major solution to the problem through the acquisition of exclusive rights to the Metro-Goldwyn-Mayer library of outstanding motion pictures. At the same time, Loew's-MGM purchased 25% of the capital stock of KTTV for $1,625,000, thereby cementing KTTV's alliance with a major source of outstanding entertainment.

"Although the MGM library became available only in the final quarter of the year, these fine motion pictures substantially increased the KTTV audience as well as its advertising revenue. KTTV also set a new pattern in the industry when the Colgate-Palmolive Co. made the largest appropriation ever allocated to one market by a single advertiser for its purchase of the *MGM Colgate Theater*. It is expected that this program, which commands an enormous audience every week, will be the forerunner of additional advertising appropriations at the local level."

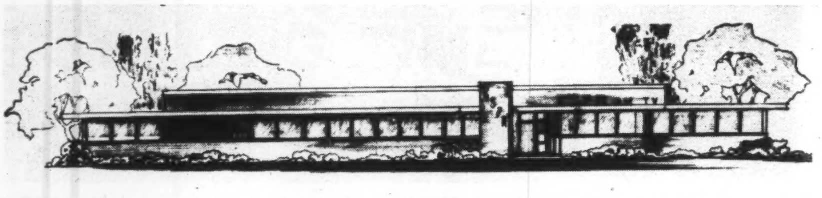
Noting that KTTV has won recognition for both its filmed programs and "its policy of aggressive live remote coverage of local events," the report finds "it gratifying that KTTV for the fifth consecutive year had more national advertising than any other station in Los Angeles. However, the latter months of 1956 found competition for the advertiser's dollar growing stronger and the rate of increase in total advertising revenue available growing less. As we go into 1957, it is not yet clear whether these trends will continue. . . ."

Tallest New England Structure Claimed for WBZ-TV Tower

NEW TOWER built by WBZ-TV Boston, which at 1,349 feet above sea level is said to be the tallest man-made structure in New England, was to be dedicated yesterday (Sunday) with special ceremonies telecast at 3:30-4 p.m. EST. The tower, construction of which began last October and was recently completed, operates with the maximum power permitted by FCC.

Donald H. McGannon, president of Westinghouse Broadcasting Co., owner of the station, has made the tower facility, located at Needham Heights, Mass., 6½ miles away from the main studio building, available to all vhf stations in Boston, including ch. 5, which has not yet been granted. The tower, fabricated by Ideco-Dresser Co., Columbus, Ohio, has a custom-built six-day superstile antenna made by RCA. An electronically-operated elevator built inside the tower will reach a height of 800 feet.

A "fact" booklet on the tower, including promotional efforts by the station, and even a "BeeZee" children's coloring book telling the tower's story, have been circulated to the trade.



NOW under construction is the studio for KSPR-TV Casper, Wyo., granted a permit by the FCC in January. Here is an architect's sketch of the structure, which will have more than 8500 sq. ft. of floor space. The station will be affiliated with CBS-TV and national sales are to be handled by the Walker Representation Co.

WCKT (TV) Buys MGM Package

PURCHASE of the MGM package of 723 feature films by WCKT (TV) Miami was announced last week by Niles Trammell, president and general manager of the ch. 7 station.

The features will be shown in early-evening time across the board and in two late evening shows on weekends, starting late this month. MGM-TV and WCKT will launch a major campaign in the Miami area in about 10 days to promote the films.

Mr. Trammell pointed out WCKT also has recently acquired rights to 91 Columbia Pictures features from Screen Gems.

New Rate Card for WCDA (TV)

WCDA (TV) Albany, N. Y., has published rate card No. 6, reflecting addition of its second satellite, WCDC (TV) Adams, Mass. The other is WCDB (TV) Hagaman, N. Y. The new card also shows incorporation of the MGM film library into programming. The Class A hourly rate now is $625, Class AA minute, $130.

PEPSI IN 'TONY' REPEAT

AS the result of critical acclaim accorded its commercials for sponsorship of the American Theatre Wing "Tony" awards last year on WCBS-TV New York, the Pepsi-Cola Metropolitan Bottling Co., New York, through Kenyon & Eckhardt there, is set to repeat its "unobtrusive" commercial pattern on this year's telecast of the ceremonies April 21 (11:15 to midnight EST). Commercials will be blended into motif of program, showing theatre marquees of this year's plays expected to be in running for "Tony" awards, plus only brief glimpses of the Pepsi-Cola trademark sign on Times Square.

Appleton Group Buys WAPL From Bartell for $100,000

SALE of WAPL Appleton, Wis., by Bartell Broadcasting interests for an estimated $100,000 has been consummated and will be filed with FCC this week. The property, which operates with 1 kw day on 1570 kc, has been purchased by a local group headed by Miss Connie Forster, general manager, and including Carl Baldwin, financier, Lester Chudacoff, attorney, and a third party not identified. The transaction was handled direct.

The Bartell group also owns, in addition to WMTV (TV), these properties: WOKY Milwaukee; WAKE Atlanta; KCBQ San Diego, and KRUX Phoenix.

Bonebrake Buys KOME Tulsa

NEGOTIATIONS for acquisition of KOME Tulsa, Okla., by Matthew E. Bonebrake, president and general manager of KOCY Oklahoma City, for an estimated $200,000 were completed last week, subject to customary FCC approval. Papers are expected to be filed with the FCC momentarily. KOME is owned and operated by Oil Capital Sales Corp., with John E. Brown Jr. as president. The station began in 1938 and operates with 5 kw day, 1 kw night on 1300 kc.

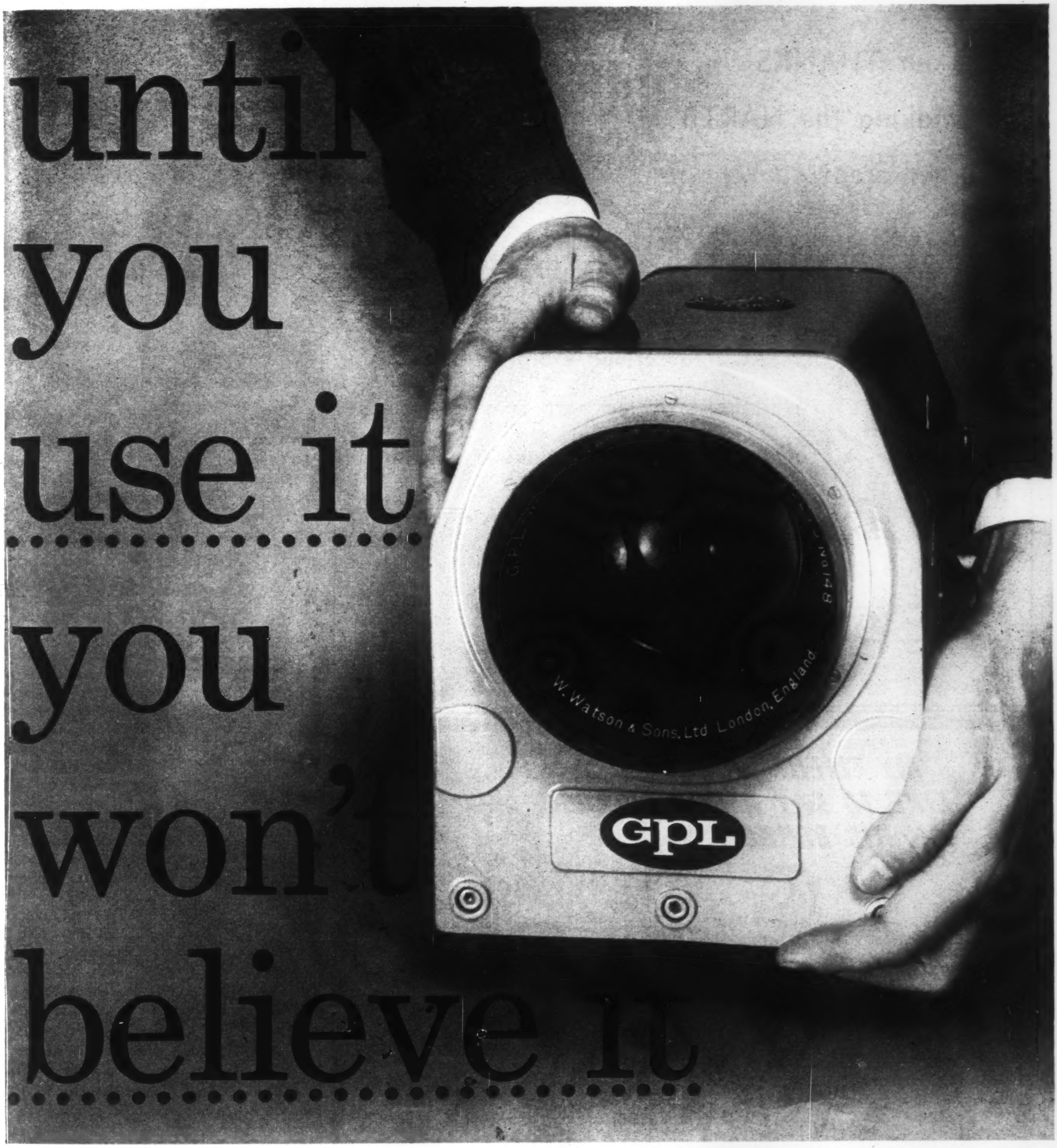
Barrington Buys WKYB Paducah

BRUCE BARRINGTON, owner of WEW St. Louis, has purchased WKYB Paducah, Ky., for $160,000 from the *Paducah Sun-Democrat*, subject to FCC approval, it was announced last week.

WKYB, which went on the air in 1946 on 570 kc, operates with 1 kw days and 500 w nights and is affiliated with NBC. Hamilton, Stubblefield, Twining & Assoc., station broker, handled the sale.

Avco Earnings Up Five-Fold

CROSLEY Broadcasting Corp.'s parent Avco Mfg. Corp. has announced a nearly five-fold increase in earnings for this year's quarter ($3,119,876 in consolidated net earnings compared to last year's quarter total of $665,300). Avco has eliminated appliance and radio-tv receiver lines. Crosley, however, has a grant for a new tv station in Indianapolis that goes on the air in September as an ABC-TV affiliate and will bring Crosley's complement to five vhfs.



So GPL invites you to use this remarkable VARI-FOCAL LENS—without cost or obligation—for a 2-week period.

Discover for yourself the amazing capabilities of this precision lens, its unique benefits for you. Use it in your regular studio and remote operations. Work it *hard*. Test it. Compare it.

GPL VARI-FOCAL's range is nearly *double* that of any other lens. It has a *completely flat field* through the entire 3" - 30" focal length. Its optics are *fully color-corrected*. And, best of all, resolution of the *entire* picture area is *knife-edge sharp*.

Use VARI-FOCAL and see for yourself why all three major nets use it for top programs, newscasts and commercials. Phone, write or wire Mr. N. M. Marshall, Sales Manager, General Precision Laboratory Incorporated, Pleasantville, N. Y.

GPL

SUBSIDIARY OF GPE

. . . our THANKS
for making the NARTB
another great convention

THE BEST MUSIC SESAC IN AMERICA

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"the best music in America"

SESAC INC.
THE COLISEUM TOWER
10 COLUMBUS CIRCLE
NEW YORK 19, N. Y.

MY CLIENT WOULD LIKE TO SAY A FEW WORDS ON HIS BEHALF!
DATS RIGHT, YUR HONOR, I'M AN HONEST CITIZEN...

NEW SYNCHRONIZATION! NEW DUAL HAND CONTROLS!
The all new 1957 TelePrompTer* MOD V!
Now's the time to reserve MOD V TelePrompTer equipment.. complete new features including master controls and industry camera mounts mean GREATER FLEXIBILITY!
TelePrompTer performances now total more than 1,000,000 hours!
*Patents Pending
TELEPROMPTER SERVICE
TELEPROMPTER CORPORATION
311 West 43rd St., New York 36, N. Y. • JUdson 2-3800
HERBERT W. HOBLER, *V. Pres. Sales* JAMES BLAIR, *Eqpt. Sales Mgr.*
LOS ANGELES • CHICAGO • WASHINGTON, D.C. • PHILADELPHIA
DETROIT • MIAMI • TORONTO • LONDON

Teter Elected PGW V.P., Heading Radio Division

ROBERT H. TETER of Westinghouse Broadcasting Co. joins Peters, Griffin, Woodward, radio and tv station representative, May 1 as vice president and director of PGW's radio division. He was elected at a special meeting of the firm's board in Chicago last week.

MR. TETER

Mr. Teter's background covers advertising agency and station sales. Since Jan. 1, 1956, he has been executive assistant at Westinghouse to President Donald H. McGannon.

In another executive change at PGW, Jack Thompson, assistant sales manager for radio, moves up to sales manager. With the company for the past 10 years, Mr. Thompson won the radio "Colonel of the Year" award twice in 1953 and again last year, the only sales executive to win the PGW house award twice.

Lurie New Head of KTSA

ALFRED LURIE, radio-tv director of the Sam R. Bloom Advertising Agency, Dallas, has been appointed general manager of KTSA San Antonio, Gordon McLendon, president of The McLendon Corp. (KTSA, KLIF Dallas and KLBS Houston) has announced. Mr. Lurie succeeds C. W. (Bill) Weaver who becomes general manager of KLBS. The McLendon purchase of KLBS from Howard W. Davis was recently approved by the FCC [B•T, April 1].

MR. LURIE

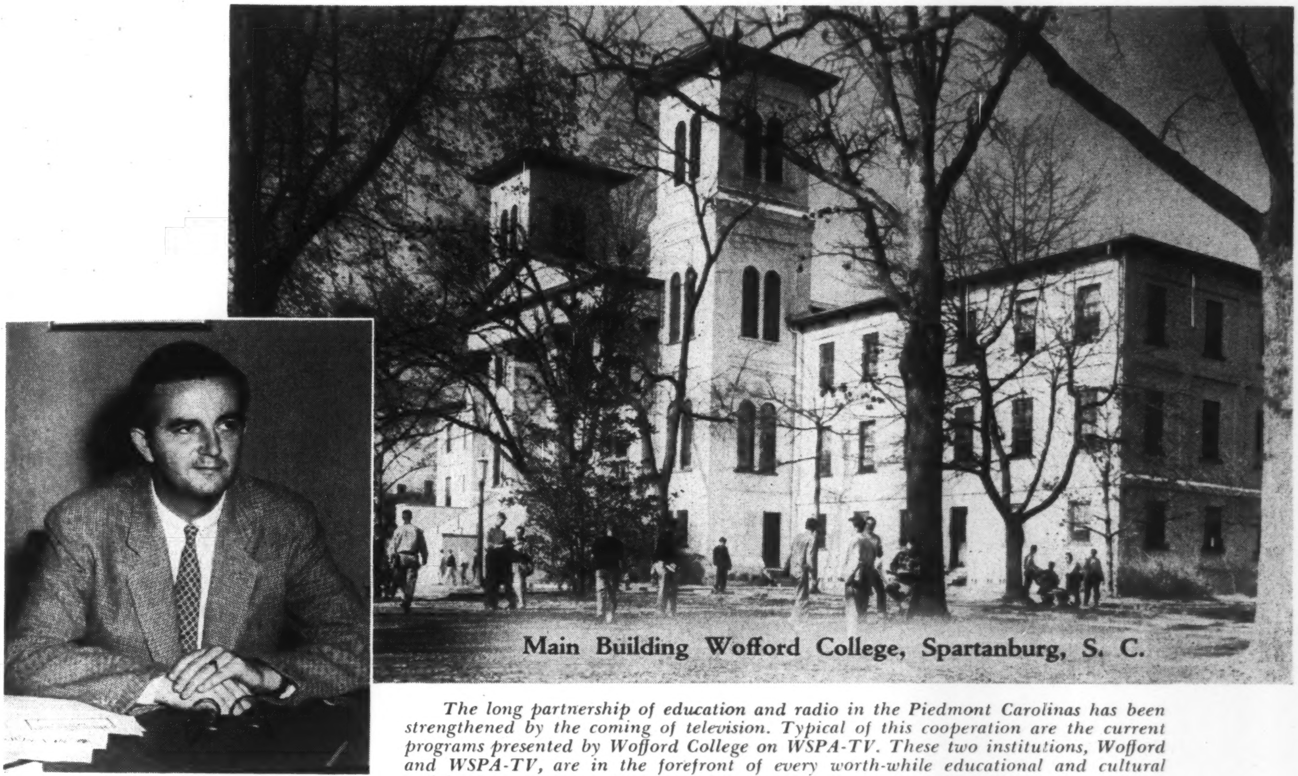
Before joining Bloom Advertising four years ago Mr. Lurie was with WBAP-TV Fort Worth. During the Korean conflict he produced a network show, *Pentagon-Washington,* for the Defense Dept.

New Management Staffs KRGI

RICHARD W. CHAPIN, general manager of KFOR Lincoln, Neb., in addition has been appointed vice president of the parent firm, Stuart Investment Co., and general manager of KRGI Grand Island, Neb. Stuart Investment's purchase of KRGI for $151,000 was approved last month by the FCC [B•T, April 1].

Roger Larson, sales manager of KFOR, has been named assistant general manager of that station. Ray Kozak, sales manager of KRGI, was promoted to station manager.

In Service to the Public



Main Building Wofford College, Spartanburg, S. C.

The long partnership of education and radio in the Piedmont Carolinas has been strengthened by the coming of television. Typical of this cooperation are the current programs presented by Wofford College on WSPA-TV. These two institutions, Wofford and WSPA-TV, are in the forefront of every worth-while educational and cultural activity in our great nation.

PRESIDENT, WOFFORD COLLEGE

One of the great privileges of television is to serve the public. Education is a vital ingredient in this service. Since the first day of telecasting, WSPA-TV has maintained faithfully a full schedule of educational programs.

"THIS IS WOFFORD" is a notable example. This program went before the WSPA-TV cameras October 9, 1956, and has featured educational programs of the highest calibre.

The Wofford faculty, working with its public relations department has presented programs that affect every facet of college activity. These included an excursion into South Carolina's only planetarium located on the Wofford College Campus, into chemistry and nuclear physics, philosophy, history of South Carolina, and World Politics.

WSPA-TV public service programs, like "THIS IS WOFFORD" may not grab off ratings which make Madison Avenue happy, but they render a service to the public which is the essence of good television.

Indeed, it is Television at its best.

WSPA-TV

CHANNEL 7

SPARTANBURG, S. C.

WSPA-AM **950 KC**	CBS	**WSPA-FM** **98.9 MC**

SPARTAN RADIOCASTING CO.

WALTER J. BROWN, President

"SOUNDARAMA" IS RADIO-ACTIVE OVER CINCINNATI!

"Soundarama" has been making the WCKY welkin ring for more than a week. — *Charlton Wallace, Cincinnati Times Star*

They not only add to the personality of the station, but contribute a great deal to the effectiveness of commercial announcements by creating the right atmosphere and setting the stage for the selling message. — *Charles Easton, Ruthrauff & Ryan, Inc.*

"Soundarama" the cleverest and most imaginative addition to local radio I've heard in years. — *Mary Wood, Cincinnati Post*

The jingle introductions to your DJ programs, plus the clever time, weather and station breaks add a great deal to the already listenable programming on WCKY. — *R. A. McDowell, Vice President, Stockton West Burkhart, Inc.*

WCKY's Soundarama is the most complete and individualized introducing I have encountered. Attractive, ingenious, amusing and impressive by

W C K

More Reason Why More People Listen To WCKY

urns. The brief jingles are suited dmirably to particular programs — *Magee Adams, Cincinnati Enquirer*

think it's terrific! These musical reaks are one more indication of WCKY's aggressive policy. — *Wilfred Guenther, President, Guenther, Brown erne Calkins & Withenbury, Inc.*

Y

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

On the Air everywhere 24 hours a day seven days a week

ONLY WCKY GIVES YOU ALL 4

★ Largest Audience ★ Lowest Cost per Thousand
★ Lowest Rates ★ 50,000 watts of SALES POWER

CINCINNATI, OHIO

THE L.B. Wilson STATION

L.B. Wilson
INCORPORATED
WCKY
CINCINNATI

NEW YORK
Tom Welstead
Eastern Sales Mgr.
53 E. 51st St.
Phone: Eldorado 5-1127

CINCINNATI
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 1-6565

CHICAGO
A M Radio Sales
Jerry Glynn
400 N. Michigan Ave.
Phone: Mohawk 4-6555

SAN FRANCISCO
A M Radio Sales
Ken Carey
950 California St.
Phone: Garfield 1-0716

LOS ANGELES
A M Radio Sales
Bob Block
5939 Sunset Blvd.
Phone: Hollyw'd 5-0695

WCKY is your best buy!

Fulton, Erwin, Smith Named To Rounsaville Station Posts

JOHN FULTON, station manager of WQXI Atlanta, has been promoted to general sales manager of Rounsaville Radio Stations (WQXI, WCIN Cincinnati, WLOU Louisville, WSOK Nashville, WOBS Jacksonville, WIOK Tampa and WMBM Miami Beach). Frank Erwin, assistant manager of WQXI, succeeds Mr. Fulton as station manager, according to the announcement of Robert W. Rounsaville, owner and president of the group.

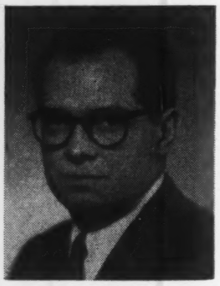
Mr. Fulton has been in broadcasting 27 years and station manager of WQXI four years. He is former president of the Georgia Assn. of Radio & Television Broadcasters and a past director of NARTB. He continues to be stationed in Atlanta, home office of the Rounsaville group.

Mr. Erwin, former advertising manager of the *Atlanta Constitution,* has been assistant manager of WQXI two and a half years. His successor in that post is Lee Smith.

Blair & Co. Names McCoy V. P., National Sales Head

ARTHUR H. McCOY will become a vice president and national sales manager of John Blair & Co., national representative of radio stations, on May 1, it was announced last week by John Blair, president.

Mr. McCoy assumes the duties of Robert E. Eastman, who has resigned from the Blair organization to become the president of the ABC Radio Network (see separate story on page 39).



MR. McCOY

Mr. McCoy joined the Blair organization as an account executive in April 1955. He had been treasurer and sales manager of Avery-Knodel Inc., station representative, and was one of the original group responsible for the formation of that company shortly after World War II. For six years prior to that time he had been an account executive in New York and Chicago for Peters, Griffin, Woodward.

Friendly Keeps Clinton in Post

GEORGE CLINTON, general manager of WBLK Clarksburg and WPAR-AM-FM Parkersburg, W. Va., has been retained by the Friendly Stations to head those properties, plus WBLK-TV (ch. 12), which is expected to begin operation about Sept. 1.

Mr. Clinton will report to John J. Laux, executive vice president and managing director of Friendly Stations, which include WSTV-AM-FM-TV Steubenville, Ohio, to which the Clarksburg and Parkersburg properties were sold. FCC approved the $250,000 sale after the *Clarksburg Exponent-Telegram* withdrew its three-year old protest to the grant [AT DEADLINE, April 8; B•T, March 25].

Call letters of WBLK probably will be changed, according to Mr. Laux, as was done by Friendly with KODE-TV Joplin. Construction is now getting underway, Mr. Laux reported.

New Promotion Plan Announced At Bartell 10th Birthday Meet

BARTELL stations observed the group's 10th year in broadcasting with dedication of a new radio center for KCBQ San Diego and an executive meeting in Milwaukee. The group also includes WOKY Milwaukee, WMTV (TV) Madison and WAPL Appleton, all Wis.; WAKE Atlanta; KRUX Phoenix, and KCBQ.

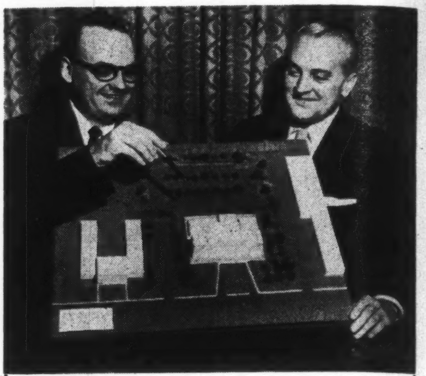
Plans were made at the meeting to stage "the largest merchandising and promotion campaign in independent radio history," according to Gerald A. Bartell, president of the group. Details are to be announced later. The decision, he says, was based on a 225% increase in group billings in 1956 and a projection of nearly $3 million for this year. KCBQ, headed by Lee Bartell, managing director of the group, reported the biggest (300%) increase in January 1957 over the same month a year ago. Joseph Wolfman, KCBQ vice president, received one of several awards to group key personnel for his role in establishing the new San Diego plant which opened March 30 on El Cortez Hill.

Other award winners: Mel Bartell, WOKY, for building that facility to a "preeminent" place in the industry; Morton J. Wagner, WAKE, for development of "most noteworthy industry-wide results" from original promotional and sales ideas; John F. Box Jr., KRUX, for fastest growth in the Bartell group; Connie Forster, WAPL, for station administration that is "a model of aggressive management."

Extension of the Bartell profit-sharing plan to 40 additional key people was announced. At the same time it was revealed that health and life insurance benefits are being expanded.

Stations Reps. For Fm Offered

PAUL ROBERTS, general manager of KRKD-FM Los Angeles, is offering complete sales representation service to fm stations anywhere in the U. S. through a new organization, United Fm Inc., which now represents WBFM (FM) New York, KDFC-FM San Francisco, KELE-FM Phoenix and just added, WLOL-FM Minneapolis. "Fm radio," according to Mr. Roberts, "is a medium different enough from am to warrant a specialized sales and program service. If you don't believe that, just ask an am salesman to give you a simple description of the problems in scheduling commercials with taped music on fm without, of course, omitting to tell you about such incidentals as simplexing, multiplexing and the beep system."



PLANS of CBS Inc. for ch. 11 in St. Louis, granted the network by the FCC last week [AT DEADLINE, April 1], have taken shape in miniature. Merle S. Jones, president of CBS Television (r), and Gene Wilkey, general manager of the station, examine a model of the structure they expect to be completed by the end of 1958.

King Quits as KFWB Sales Head

FRANK G. KING has resigned as general sales manager of KFWB Los Angeles to devote full time to Frank King & Co., station representative firm with offices in Los Angeles and San Francisco. Robert Purcell, general manager of KFWB, is acting as sales manager as well pending the appointment of a successor to Mr. King.

KDAY in Hollywood Quarters

KDAY Santa Monica has moved studios and sales offices to Hollywood at 1441 N. McCadden Place. New telephone: Hollywood 9-5409.

WFMT (FM) Award Finances Study

WFMT (FM) Chicago has contributed its $1,000 prize from the Alfred I. duPont awards [B•T, April 1] as a grant to the U. of Wisconsin for a research project on the "impact" of broadcasting media, the station announced last week. Edward E. Werner, marketing instructor at the university, will head the project to identify and measure the qualitative effect upon listeners of a program or advertising message.

Hildreth Resigns in Pakistan

HORACE A. HILDRETH Sr. has resigned as Ambassador to Pakistan effective May 1. President Eisenhower accepted the former Maine governor's resignation with "deep regret." Mr. Hildreth is 56.67% owner of WABI-AM-TV Bangor, 3.7% of WPOR Portland and 2% of WMTW-TV Poland Springs, all Maine. He told the President his personal affairs had suffered from neglect during the time he served in Pakistan.

OF CO-OURSE WE'RE PLEASED!

NCS #2 SHOWS WOAI HAS MORE:

- LISTENERS
- COVERAGE . . .

MONTHLY / WEEKLY / DAILY

WOAI HAS:

248% MORE RADIO HOMES than San Antonio station #2

197% MORE MONTHLY COVERAGE than San Antonio station #2

184% MORE WEEKLY COVERAGE than San Antonio station #2

203% MORE DAILY COVERAGE than San Antonio station #2

Count 50% counties — count all counties — count circulation in radio homes reached and, as usual, it takes BIG WOAI RADIO to cover BIG SOUTH TEXAS (and lots of bonus area, too!) Get the detailed story from your Petry-man or write WOAI Radio Sales.

CLEAR CHANNEL · 50,000 WATTS

WOAI

SAN ANTONIO

NBC AFFILIATE Represented Nationally by EDWARD PETRY and COMPANY INC.

ATTENDING the first annual meeting of OK Group station managers and assistants held last month in New Orleans were (l to r): seated, Bill Edwards, assistant manager of WXOK Baton Rouge; Bob Bartusch, assistant manager, WLOK Memphis; Bob Mabry, assistant manager, KYOK Houston; Stanley W. Ray Jr., executive vice president and general manager of the OK Group; Roy Rhodes, co-manager, KAOK Lake Charles, La.; Al Zieole, assistant manager, KOPY Alice, Tex.; standing, Tommy McGuire, manager of WXOK; Gene Weil, manager, WLOK; John Watkins, manager, WYOK; President Jules J. Paglin of the OK Group; Tom Gresham, co-manager, KAOK; Ed Prendergast, manager of WBOK New Orleans, and Bob Grimes, manager of KOPY. Absent from the picture was Fred Schwarz, assistant manager of WBOK, who also attended.

STATION SHORTS

WKTV (TV) Utica, N. Y., increases visual power to 316 kw.

WFST Caribou, Maine, announces power increase from 1 kw to 5 kw.

KCOB Newton, Iowa, announces power increase from 500 w to 1 kw.

WPLM Plymouth, Mass., announces power increase from 500 w to 1 kw.

KFEQ-TV St. Joseph, Mo., increases power to 100 kw.

WCHF Chippewa Falls, Wis., increases power from 1 kw to 5 kw.

WAIT Chicago announces change of address from Daily News Plaza to Randolph Towers, 188 W. Randolph St., that city. Telephone: Franklin 2-0660.

KFMU (FM) Glendale, Calif., has set up headquarter offices at Town & Country Market, 350 S. Fairfax Ave., L. A. Telephone: Webster 8-5233.

KCBQ San Diego, Calif., opened new radio center on March 30. Address: Seventh Ave. at Ash, San Diego 1.

KUAM-AM-TV Agana, Guam, has established office in Hong Kong at Great China House, No. 8 and 8-A, Queen's Rd.

REPRESENTATIVE APPOINTMENTS

KLUE Shreveport, La., appoints Breen & Ward, N. Y.

WWHG-AM-FM Hornell, N. Y., appoints Grant Webb & Co.

KVOR Colorado Springs, Colo., appoints Venard, Rintoul & McConnell, N. Y.

WPTR Albany, N. Y., appoints Adam Young Inc., N. Y.

STATION PEOPLE

Glenn Nickell, commercial manager, KVAL-TV Eugene, Ore., to KWRO Coquille, Ore., as manager.

Richard M. Keelor, Reserve Mining Co., Cleveland, appointed station auditor of KYW-AM-TV Cleveland.

Charles Fuller, production manager of WALT Tampa, named production manager for Arnold stations (WALT, WTAM Decatur, WMFJ Daytona Beach and WINN Louisville). **Bob Larkin** joins WALT as afternoon personality-member of sales department, **Dale Phares,** manager, KUSN St. Joseph, Mo., to WMFJ as station manager and **Tom Loe** joins WTAM as sales representative.

Richard M. Pomeroy to staff of WILS Lansing, Mich., assuming duties of promotional-merchandising manager.

Wayne Pash, chief engineer, KSCB Liberal, Kan., to KHPL-TV Hayes Center, Neb., in similar capacity.

Howard R. Elliott, chief engineer, WBYS Canton, Ill., to KVOR Colorado Springs, Colo., as chief engineer.

Morris Sher, formerly member of legal staff, Loew's Inc., in liaison with WMGM New York and MGM Records, to business manager at WMGM.

John F. O'Brien, owner and operator of Major Distributing Co. (Mercury records), Milwaukee, to WRIT, same city, as sales supervisor.

Mrs. Louise Morris, news director, WDAK-AM-TV Columbus, Ga., to WGBA, same city, as sales manager.

Marcia Priddy to WTVN-TV Columbus, Ohio, as merchandising director.

William M. McPhillips, feature writer-reporter, *S. F. Chronicle,* to KSFO, same city, as news director.

Phil Smith, photographer, WCHS-TV Charleston, W. Va., named photography director-supervisor of film editing, succeeding **Nilo Olin,** resigned.

Henry Walden, news and night manager, WNEW New York, to WPTR Albany, N. Y., as program director.

Doyle Yager, assistant to farm director, WPEO Peoria, Ill., to KCLN Clinton, Iowa, as farm director.

Tim Crow, operations manager, WAMS Wilmington, Del., named director of public relations for Rollins Broadcasting Inc. (WJWL Georgetown, Del.; WRAP Norfolk, Va.; WNJR Newark, N. J.; WBEE Chicago; WAMS; WGEE Indianapolis and WPTZ-TV Plattsburgh, N. Y.).

Joseph Flynn, formerly sales manager, KFSC Denver, to KOSI, same city, as account executive.

Sy Gair, Brown & Bigelow, Chicago, to WBBM, same city, as account executive.

John Conboye, sales staff, KTSM-TV El Paso, to KONO-TV San Antonio, as account executive.

Robert A. Yochim, sales manager, WERC Erie, Pa., to WBUF Buffalo, N. Y., as sales representative.

Joe Clifford, radio sales field, to KGW Portland, Ore., as local salesman.

Conni Ellis, KDAY Santa Monica, to KGFJ Los Angeles, as music librarian.

Jack Smith, vocalist-radio personality, to KLAC Los Angeles, as disc jockey.

Dale Young, recently released from service, returns to WJBK-TV Chicago as staff announcer.

Jim Ameche, actor-announcer, to KRHM (FM) Los Angeles, as conductor of daily morning show.

Jay Perri, disc jockey, to WTOP Washington, as m.c. of his own show.

Ed Stanton, announcer, to WHLI Hempstead, N. Y.

Martha L. Jenkins, production manager, Litman-Stevens & Margolin, Kansas City, to KCKN, same city, sales staff.

Jill Medby, radio-tv director, D'Arcy Adv., Houston, to KTRK-TV, same city, sales personnel staff.

REPRESENTATIVE PEOPLE

Robert Brockman, Crosley Broadcasting Corp.'s Chicago sales office, to The Branham Co., same city, as tv account executive.

James C. Rogers, sales staff of KLAC Los Angeles, to Paul H. Raymer Co., same city, as account executive.

H Maier account executive with Crook Adv., Dallas, appointed account executive in Dallas office of Blair-Tv.

In the first rating taken since the station went on the air—

WRAL-TV WALKS OFF WITH 24 OUT OF 32 TOP SHOWS

It always looks easy for a champion! The Tar Heels of North Carolina walked off with the national basketball championship. And WRAL-TV walked off with the February ARB taken in Raleigh, just weeks after it went on the air.

WRAL-TV has proved itself to be the most important television station in this part of the South. ARB says it has twice the Raleigh-area audience as the next station, copping 24 of the top 32 shows. And watch the next ratings!

PICK A CHAMPION TO WIN!

CHANNEL 5
WRAL TV
RALEIGH NBC NORTH CAROLINA

H-R REPRESENTATIVES, INC.

ABC's John Daly Nominated As President of N. Y. RTES

JOHN C. DALY, ABC vice president in charge of news and public affairs, has been nominated as president of Radio & Television Executives Society, New York. The slate of newly nominated RTES officers, presented by a nominating committee to the membership last week, includes Bernard Goodwin, president of DuMont Broadcasting Corp., as first vice president; John B. Poor, MBS president, as vice president; Geraldine Zorbaugh, CBS Radio vice president and general counsel, as a vice president; Omar F. Elder Jr., secretary, ABC, as secretary, and Frank Pellegrin, vice president and secretary of H-R Representatives Inc., as treasurer.

Board of governors nominated for two-year terms are Robert J. Burton of BMI and retiring RTES president; Robert J. Leder, WOR New York; Mary McKenna, WNEW; Harold B. Mers, American Assn. of Advertising Agencies, and Sam J. Slate, WCBS New York. Other board members, whose terms expire next year, are Kenneth Bilby, NBC; Maggi Eaton, Radio Reports Inc.; Norman Glenn, *Sponsor* magazine, and Norman Gluck, United World Films.

Officers and the board will be installed at the RTES annual meeting to be held May 15 at the Hotel Roosevelt. Nomination is tantamount to election. RTES' nominating committee included Messrs. Burton and Slate; William S. Hedges of NBC; Lewis H. Avery of Avery-Knodel and Florence Small of B•T.

Bagge Elected to SRA Post

ARTHUR W. BAGGE of Chicago office of Peters, Griffin, Woodward Inc., has been elected midwest president of Station Representatives Assn. for another year. Other officers include William J. Reilly, Adam Young Inc., vice president; Jack Davis, Blair Tv Inc., treasurer, and Roger Sullivan, Avery-Knodel Inc., secretary.

Western AAA to Hear Barton

ROGER BARTON project and public relations director of Alfred Politz Research Inc., New York, will be keynote speaker for the seventh annual conference of the Western States Advertising Agencies Assn., that organization has announced. The conference will take place April 25-27 at the Oasis Hotel, Palm Springs, Calif.

Mr. Barton will address the meeting twice, according to Douglas Anderson, chairman. He will open the sessions Thursday noon April 25, with a discussion of "Advertising Business in 1962," and on the final day he will talk on the "Advertising Agency in 1962." Other nationally-recognized representatives in the field will also appear.

Mr. Barton will open the conference at noon, April 25, with a discussion of "Advertising Business in 1962," in keeping with the conference theme, "The Advertising Business Five Years from Now." Another speaker on this theme will be Selig Seligman, general manager, KABC-TV Los Angeles, whose topic is "Tv in '62." Howard L. Benn, president, Gould, Gleiss & Benn, management consultants in marketing, will predict what the advertising agencies will be doing in 1962.

AWRT Schedules Convention April 25-28 in St. Louis

AMERICAN Women in Radio & Tv will hold its sixth annual convention at the Chase-Park Plaza Hotels in St. Louis April 25-28. The general theme of "The Scope of The Feminine Field" will be explored.

Highlight of the meeting will be a Broadcast Music Inc. clinic, moderated by Glenn Dolberg, vice president of BMI, on April 27. Speakers will be Robert Burton, vice president, BMI, on "The Protection of Creative People"; William Holm, general manager, WLPO La Salle, Ill., on "Do Women Have A Long Range Program Plan?"; Leo Moris, general manager, KASA Elk City, Okla., on "Women's Role in Program and Station Promotion"; William J. Kalanc, national radio and tv program manager, Westinghouse Broadcasting Co., on "Women Should Be Specialists." In a panel discussion April 26, Louis Hausman, vice president in charge of advertising and promotion, CBS Radio, will speak on "What Makes Women Stop, Look, Listen and Buy."

Co-chairmen of the convention are Betty Barnett, KSD-TV St. Louis, and Bonnie Dewes, D'Arcy Adv., same city. Hilda Ballestro, Evaporated Milk Assn., Chicago, is convention director.

SMPTE to Form Committees

PLANS to organize two new engineering committees—on closed circuit tv and on animation—will be discussed May 1 and May 2, respectively, at the Shoreham Hotel, Washington, D. C., the Society of Motion Picture & Television Engineers has announced. Both meetings will be open. Proposed Committee on Group Television would define terms, recommend and prepare specifications on operation, maintenance and servicing of tv receiving equipment of large-screen projection systems, screen characteristics, screen dimensions, seating arrangements and viewing requirements as well as technical considerations in program origination.

Arch Madsen Leaves RAB

ARCH L. MADSEN, director of station service and membership for the Radio Advertising Bureau, has resigned to become general manager of *Sponsor* magazine. He will not be replaced, Kevin B. Sweeney, RAB president, stated. His duties will be divided between James H. Shoemaker, manager of membership, and John T. Curry, manager of station service. They will report directly to John F. Hardesty, vice president and general manager.

Sale of Pre-1948 Movies to Tv Shortsighted, Dore Schary Says

OUTRIGHT sale by Hollywood of pre-1948 libraries to tv "and subsequent loss of control and rights to old films was a shortsighted policy for all concerned," Dore Schary, former executive producer for Metro-Goldwyn-Mayer studios, charges in the April 18 issue of *The Reporter*.

Asked by newsmen if he had any tv plans, Mr. Schary said he has had "casual talks with tv people" and that he might be interested in doing an "occasional program" in the medium.

In his article, Mr. Schary writes that the sales of "old" features to tv have been harmful to live television programs and to the exhibition of new motion pictures. A sounder policy, he thinks, would have been the lease of the pictures for "individual or periodic showings instead of swamping the market." He noted that MGM's "The Wizard of Oz" will gross $1 million in four showings (on CBS-TV) over four years and that MGM has 30 such pictures on which similar deals might have been arranged.

Wrote Mr. Schary: "If MGM had insisted on the careful handling of the 50 top pictures instead of permitting the grab-bag sale [actually five to seven year lease basis to stations] of 700 inferior and outdated films, the audience for movie-theatre exhibition might be kept more intact." He notes, though, that "the motion picture industry will survive this error."

Animation Without Animators Claimed for Artiscope Process

ARTISCOPE, a process described as producing animated cartoon films without the use of animators and thus at a greatly reduced cost, was demonstrated April 5 in Hollywood by its developer, Illustrated Films Inc.

Films of a sea battle and of Degas dancers set into motion, shown in the demonstration, appeared of much the same quality as any other good animated cartoon, yet it was stated that they were made with no human artist employed to draw the thousands of individual pictures required to make up the films.

As explained by Norman Maurer, president of Illustrated Films, artist-inventor of the Artiscope process, and Moe Howard, vice president, the usual animated cartoon process is for a story to be filmed using live actors, the film to be projected cell by cell onto a drawing board and an animator to trace by hand the outline of each figure. Artiscope, they said, employs a special film which can be developed to wash out all detail and leave only the outlined figures and so, mechanically, to duplicate the handwork of the artist animator. Only handwork needed is opaquing in the colors (or the greys for monochrome tv) of costumes and backgrounds, they said.

Artiscope films can be turned out for one-fourth the usual cost of animated cartoons, it was estimated, and in much shorter time. The system can produce up to 10,000 cells a day, it was stated. The developers

IN THE FIRST **13** DAYS...

THERE WERE **26** TOP TV STATIONS

SIGNED FOR THESE **39** GREAT COLUMBIA FILMS

"HOLLYWOOD PREMIERE PARADE"

Why this unprecedented demand? Because of stories and stars of this caliber...

Academy Award winner

"YOU CAN'T TAKE IT WITH YOU"

starring **James Stewart and Lionel Barrymore**

"DEAD RECKONING"

starring **Humphrey Bogart**

"THE AWFUL TRUTH"

starring **Cary Grant and Irene Dunne**

and thirty-six other great hits with Hollywood's greatest stars.

If you want to capture the biggest audience in your city, this is *the* outstanding first run feature film package to do the job!

For Details Contact

SCREEN GEMS

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES

NEW YORK	DETROIT	CHICAGO	HOLLYWOOD	NEW ORLEANS	TORONTO
711 Fifth Ave.	709 Fox Bldg.	230 N. Michigan Ave.	1334 N. Beechwood Dr.	1032 Royal St.	102-108 Peter St.
Plaza 1-4432	Woodward 1-3979	Franklyn 2-3696	Hollywood 2-3111	Express 3913	Empire 3-4096

said 39 half-hour animated cartoons could be produced in 39 weeks at a cost of $35,000 to $40,000 apiece. A new stop-action camera is being developed to handle the Artiscope output at an appropriate speed for this method, it was reported, since present stop-action is geared to the output of a hand artist.

Illustrated Films has headquarters at 8460 Santa Monica Blvd., Hollywood. Leonard Maurer is secretary-treasurer.

Visual Group Discusses Live Action, Animation

USES of the live action and animation techniques in the production of tv film commercials and non-theatrical films were discussed at the monthly luncheon meeting of the National Visual Presentation Assn., in New York last Thursday.

William Quivey, sales staff of Wilding Picture Production Inc., New York, outlined the uses of live action in tv commercials, citing its advantages in particular for commercials requiring demonstration of products. He estimated the cost of a one-minute commercial ranges from $300 up to $3,500, with the average about $1,700. Mr. Quivey explained the variation in cost by saying the cost depends on the talent used, the presence or absence of location shots and other factors.

George Ottino, manager of the animation department, Transfilm Inc., New York, claimed animation today represents about 25% of all tv commercials and said present indications are that animation "will continue to rise." He felt the expanded use of animation can be explained partly by this technique's ability to perform certain requirements of an advertiser that cannot be undertaken by live action. He added that animation commercials also are "fast, cute, funny, to the point—and a lot of other things of incalculable value to the man with a product to sell." He placed the price of a one-minute commercial, depending upon the degree of animation used, as ranging from $3,000 up to $15,000.

'Gems' Sells 23rd Property In Latin American Market

SCREEN Gems Inc., television subsidiary of Columbia Pictures Corp., has made its 23d sale of a Screen Gems Property for Latin American television, John H. Mitchell, vice president in charge of sales for the firm, has announced.

"Screen Gems De Mexico opened its doors in Mexico City in February of 1956," said Mr. Mitchell, "and put its first Spanish-dubbed property up for sale last September. Our Latin American sales record after only six months on the market has far outstripped our greatest expectations."

"Programming for television in Latin America is like a bottomless pit, Mr. Mitchell said. "In spite of the great wealth of Latin American talent, especially in Mexico, Cuba and Argentina, there is not enough live material to go around."

Mexican tv now has nearly 450 half-hour shows per week on the air. John Manson, Screen Gems De Mexico manager, reported that less than a year ago resistance to any film program was "serious" because of dubbing and sync quality. Since the last quarter of 1956, the resistance seems to be crumbling.

According to Mr. Manson there are slightly less than one million tv sets in operation throughout Latin America, with Mexico, Cuba, Puerto Rico and Brazil leading. In addition, some 175,000 new television homes will be added to the total during 1957, despite the relatively high cost of sets in those countries.

SYNCHRONIZED SPOTLIGHTING FOR TV

IN what is claimed as "a first" in tv film (live action) commercial techniques, Universal Pictures Co.'s television department engineers have come up with a novel process of spotlighting that permits continuous shooting and cuts production time and costs.

According to Universal officials, a battery of spotlights, of the company's own device, works like this: As the camera dollies backward along a row of products (see cut), synchronization automatically lights up each projector as the camera "shoots" the product. Heretofore, it was explained, this type of live-action commercial could only be done on a "stop-start" basis; i.e., halting film recording to allow the spotlights to be trained.

The first advertiser to use Universal's new technique is Lever Bros. for its new colored Lux soap. By coincidence, Lux was also Universal's first tv client back in 1948, when the film company produced Lux's "personality commercials" featuring Shelly Winters, Ann Blythe, Gale Storm and the late Marta Toren. In 1957, Universal spokesmen noted, "we still do 75% of Lux's tv commercials." Agency for Lux is J. Walter Thompson Co.

UNIVERSAL demonstrates the working of its new synchronized lighting system. As camera dollies back the lights automatically go on.

MPO to Open Film Center Wednesday in New York

MPO Television Films Inc., New York, has set Wednesday as the date for the formal opening of its new film production center, which is approaching the end of construction. The center will be at 210 W. 65th St., New York, N. Y., in the heart of the projected Lincoln Square area.

MPO, which specializes in production of tv film commercials and industrial motion pictures, will be housed in a single structure, which contains three shooting stages, a scenic construction shop, a sound recording system, an electrical camera shop, in-studio storage facilities for props and sets, and dressing rooms, offices and conference rooms.

The company also is obtaining new equipment, according to Marvin Rothenberg, director of production. This includes two BNC Mitchell cameras with attachments and six other motion picture cameras. For location assignments, a unit of lights, cameras and sound equipment will be available in a truck.

Britannica Films Names Adlai

ENCYCLOPAEDIA Britannica Films Inc., last Wednesday announced the election of Adlai E. Stevenson as chairman of its advisory board.

Mix' Daughter Threatens Action To Halt Proposed Tv Film Series

NO SOONER had Los Angeles Superior Court Judge Clyde C. Triplett approved the contract negotiated by William Morris Agency between Family Films Inc. and the estate of Tom Mix giving Family Films exclusive tv rights to the late cowboy star's name in a projected tv series, *The Adventures of Tom Mix,* than Mrs. Ruth Mix Hill, Tom Mix' daughter, threatened legal action to halt the deal.

Her attorney, Sidney Barton, early last week notified the film company that Mrs. Hill feels the plan to cast William Campbell as Tom Mix without her consent constitutes illegal use of the Mix name. A spokesman for Family Films said it is going ahead with the tv series. "If Mrs. Hill has any complaint it is against Family Films," he said.

Alstan Productions Formed

ALSTAN PRODUCTIONS Corp. has been formed in Wichita Falls, Tex., by Allan Meyer, who serves as president, and Stanley Blair, secretary-treasurer. The firm has introduced a mobile-type, low-cost film commercial for tv. Shooting and developing are done in Wichita Falls, with offices in the Radio Bldg. Clarke R. Brown, president of Clarke Brown Co., station representative, is vice president, and his firm will represent Alstan in major cities.

Harry J. Michaelson Dies

HARRY J. MICHAELSON, 59, former president, RKO Pathe Inc., died in Miami Beach April 2 of a heart attack. He had retired from RKO Pathe five years ago because of his heart condition and had made his home in Florida. Mr. Michaelson, made president of the firm in 1947, is survived by his wife, Fanny, and two sons.

11
no minor matter

The fact that WCBS-TV pays far more than lip-service to public service was demonstrated clearly when Nielsen was asked recently to measure the impact—*in commercial terms*—of a Police Athletic League drive and two other no-cost community campaigns on Channel 2.

The PAL's 51 announcements achieved 12,533,450 family impressions at a "cost per thousand" of only $1.70. The other two "sponsors" did even better. One received 46 announcements... drew 12,297,510 family impressions at a $1.07 "cost per thousand." And the other reached 8 out of every 10 metropolitan New York families, each an average of 4.7 times—18,192,420 family impressions at a remarkable 59¢ "cost per thousand."

These are only 3 of the 159 organizations to which WCBS-TV last year donated 5,600 announcements, with a rate-card value of $2,250,000—but *without cost of any kind* to the organizations.

WCBS-TV channel 2, New York, CBS Owned

Represented by CBS Television Spot Sales

4,500 MAKE NARTB CONVENTION HUM

Hundreds of large, small groups meet amid aura of commerce

NARTB's 35th convention developed last week into a central market place for the business of broadcasting and a meeting house for literally hundreds of organized and impromptu groups.

There was commerce all over the vast Conrad Hilton hotel in Chicago as 4,500 broadcasters and guests from affiliated industries inspected new goods and services spotted all the way from the basement exposition hall to the 26th floor Tower Room and then spilling over into other hotels.

With its central location, Chicago easily drew the largest group of delegates in broadcasting history — 1,781 management and 577 engineering delegates, a total of 2,358 officially registered. There was at least one unofficial delegate around the convention hotel for each one registered. The weeklong round of events was significant in helping shape the course of industry. The convention was lacking in important formal actions, however.

Delegates leaving Chicago Thursday—and Wednesday, too, before it was over—reflected the satisfaction of knowing some of the things federal regulators think but also were hungry for more specific information on what the FCC will do about pay tv, military demands for channels and a host of other pending matters. They agreed, though, that a two-hour broadcaster-commissioner conference is significant even if a lot of broadcaster questions can't yet be answered.

Everybody wanted to know if pay tv is going to get a green light for a field test; if Chairman George C. McConnaughey is going to stay on at the FCC after his term ends, and if the Defense people are ogling ch. 2-6 of the vhf spectrum. None of the questions were answered openly.

Exhibitors had a big week. There was no mechanical block-buster such as the Ampex tv tape recorder unveiled last year in the same hotel but there were devices that had delegates popeyed—particularly some of the automation gear.

There were other signs of fast electronic progress: GE and Ampex program switchers, a Gates auto-station, ABC's endless loop recorder to solve the daylight problem and an MBS radio station switching system.

The film services drew heavy traffic to their suites. The service groups coupled selling techniques with eye-catching gadgets and girls. RCA recorded program services gave away a Dodge car. The winner was Tommy Dukehart, WAAM (TV) Baltimore.

For the first time, radio and tv networks gave extensive coverage to the convention. Network coverage was given Chairman McConnaughey (CBS-TV) and President Harold E. Fellows (ABC-TV).

The only formal convention action of industry significance developed Thursday morning when tv delegates voted to set up an interim tv music negotiating committee pending mail balloting on a formal all-industry group. This affirmative step drew mild debate over details but it was observed that telecasters are taking their ASCAP contracts seriously. The contracts expire at the end of 1957, radio contracts a year later.

Most of the major convention speeches lacked industry significance. Messrs. McConnaughey and Fellows, speaking over radio-tv networks, addressed the public rather than broadcasters. Gen. Alfred M. Gruenther, president of the Red Cross, talked mainly of defense problems and Arch N. Booth, executive vice president of the U. S. Chamber of Commerce, delivered his forecast of what's to come in 1975.

Two awards were presented at the convention, one in absentia and one posthumously. Former President Herbert Hoover was presented the NARTB Keynote Award for his guiding role in early radio regulation. There was no keynote speech this year but C. M. Jansky Jr., board chairman of Jansky & Bailey, in accepting the award on behalf of Mr. Hoover, told the story of the four Hoover radio conferences in the early 20s. Mrs. Percy Priest accepted the annual NARTB posthumous award in honor of the late chairman of the House Interstate & Foreign Commerce Committee.

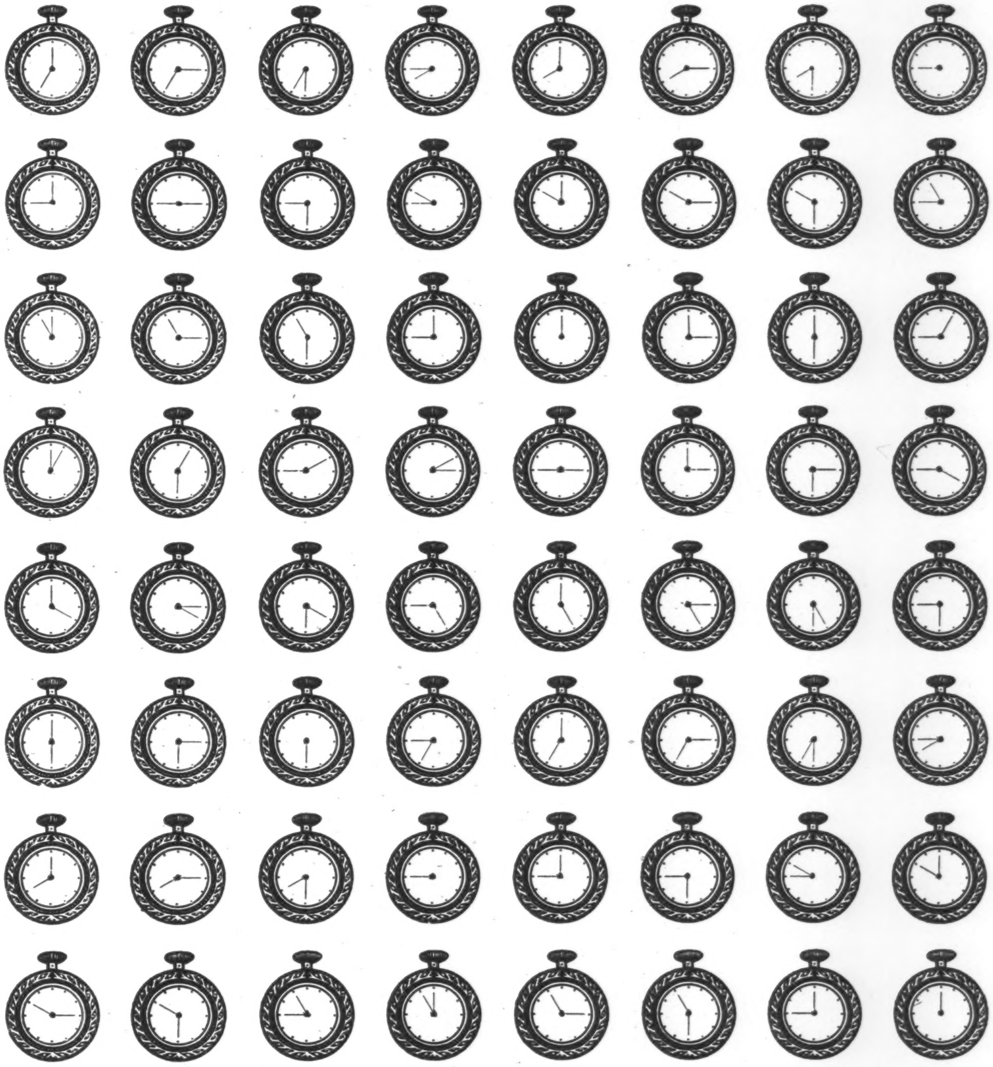
Several of the important satellite organizations held meetings during the seven days of formal and related industry agendas. Assn. of Maximum Service Telecasters warned against any "drastic" changes in tv allocations pending completion in about a year of AMST's technical study. FCC members indicated they wouldn't upset the spectrum until they hear from AMST, which is doing a job suggested by commissioners at the 1956 convention.

Daytime Broadcasters Assn. opposed provisions of the five-year U. S.-Mexican treaty whereas Community Broadcasters Assn. figures the treaty will help get more power. Clear Channel Broadcasting Service withdrew its objection to ratification of the treaty.

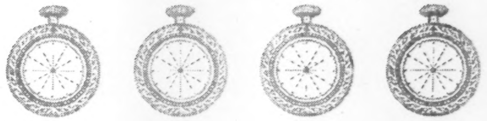
Major networks utilized convention week to contact affiliates in mass and hold individual conferences. CBS-TV affiliates held a pre-convention meeting that took a competitive turn when the network challenged NBC-TV's claim of daytime superiority by offering this terse answer, "We outsell our competitors 94% in daytime."

ABC-TV affiliates had their first preview

THE 1957 NARTB Keynote Award, honoring former president Herbert Hoover, is accepted by C. M. Jansky Jr. (r), chairman of the board, Jansky & Bailey. NARTB President Harold E. Fellows presents the award.



all but four



WGBI tops the ratings in *all but four* of the *68* quarter-hours between 7:00 a.m. and Midnight, Monday through Friday, according to the latest Pulse for the Scranton *and* Wilkes Barre region.

You need only one *station*—WGBI—to cover both *markets*—Scranton and Wilkes Barre. Before you buy, be sure to see the regional rating report, covering both markets.

STATION	*QUARTER-HOUR WINS*	*STATION*	*QUARTER-HOUR WINS*
WGBI	64	Station C (Wilkes Barre)	2
Station B (Scranton)	2	Stations D through J	0

WGBI radio scranton wilkes barre

C B S RADIO AFFILIATE *Represented by* **H-R** *Representatives, Inc.*

Mrs. M. E. Megargee, *President* • Richard E. Nason, *General Manager* of what's to come in the autumn. This turned out to be a stronger program schedule to match the expanded affiliation lineup. Affiliates left the network's meeting with this promise—ABC-TV is moving toward parity with the other two tv networks by 1960.

Mutual produced its news-music format for review by affiliates and it appeared to be well received. Contracts will be mailed stations in a few days—take-it-or-leave-it contracts designed to solve many of the problems now facing radio networks and stations.

NBC Radio met with committees representing affiliates and did some unveiling of its own. This was focused on new programs such as a state-hopping nighttime feature.

Radio delegates seemed more optimistic last week than at other conventions in the current decade. They had the reassuring statement from Station Representatives Assn. that national spot was up 25% in the first quarter and the reminder of John M. Outler Jr., WSB Atlanta, NARTB Radio Board chairman, that radio time sales were up $35 million last year, rising to $487 million.

Practical selling tips for radio delegates were supplied by Radio Advertising Bureau, which called on radio stations to make an all-out effort to acquaint advertisers with the medium's potential. Specifically, they were advised to use carefully prepared presentations tailored specifically for each advertising project.

Television stations picked up some modern ways to sell time from the Television Bureau of Advertising presentation. Much of their interest dwelt on the regulatory issues discussed at the FCC panel. An encouraging report on the television code was given by the retiring NARTB Tv Code Review Board chairman, G. Richard Shafto, WIS-TV Columbia, S. C. He reported that of 8,000 commercial programs, only 271 exceeded the advertising time allowances. William B. Quarton, WMT-TV Waterloo, Iowa, succeeds Mr. Shafto, moving up from the vice chairmanship.

Both radio and tv broadcasters found meaty material in several lively labor relations sessions. Topics ranged from administrative planning to wage-hour problems and bargaining techniques.

The formally programmed NARTB sessions covered four days but delegates had started conventioneering the previous Friday.

FETZER

ROGERS

CLAY

PETERSMEYER

BERNARD

WALBRIDGE

Fetzer Heads Tv Board; Rogers Vice Chairman

FOUR new directors were elected to the NARTB Television Board last week for two-year terms, with John E. Fetzer, WKZO-TV Kalamazoo, Mich., as new board chairman and W. D. (Dub) Rogers, KDUB-TV Lubbock, Texas, as vice chairman.

Elected directors from non-tv-only-station eligible candidates were Henry B. Clay, executive vice president, KTHV-TV Little Rock, Ark.; C. Wrede Petersmeyer, president, KOTV (TV) Tulsa, Okla., and J. J. Bernard, vice president-general manager, WGR-TV Buffalo, N. Y. Willard E. Walbridge, general manager of KTRK-TV Houston, late comer to the list of certified member station executives, was elected the fourth director from the ranks of tv-only stations.

Messrs. Fetzer and Rogers succeed Campbell Arnoux, WTAR-TV Norfolk, Va., and Kenneth L. Carter, WAAM (TV) Baltimore, Md., as NARTB board chairman and vice chairman, respectively.

Mr. Arnoux noted membership has increased 10% over 1956—from 301 to 331 members. Among gains in recent years he cited the fight for freedom of information and equal access to court proceedings.

Keep Up the Fight

He predicted "complete success" on the news fight "if we keep fighting." Mr. Arnoux also mentioned importance to industry and stations of the forthcoming Audit Bureau of Circulations tv report in May and expressed hope it would prove "favorable."

Other outgoing directors, aside from Chairman Arnoux and Vice Chairman Carter, were William Fay, WROC-TV Rochester, N. Y., and Ward L. Quaal, WGN-TV Chicago. The four new directors immediately assumed their offices following the television membership meeting Thursday afternoon, at which the new chairman and vice chairman were chosen. They will serve until the conclusion of the 1959 NARTB annual convention. Seven other directors continue in office until 1958.

Out of 73 certified executives eligible for nomination and election, eight were nominated, with one broadcaster asking his nomination be withdrawn. Two tv-only executives were placed in nomination, with Mr. Walbridge emerging as a dark-horse winner, out of a list of 23 certified broadcasters.

Ten new members were elected to the NARTB Radio Board and seven directors were re-elected last March for two-year terms [B•T, March 11].

KEOK — 540 — KEOK — 540 — KEOK — 540 — KEOK

Time Buyers Should Listen

YOU CAN HEAR US ALL OVER ALL OF IOWA

It's difficult to hear us in New York or Chicago, but for ALL OF IOWA it's easy. Our controlled-music formula makes KEOK popular throughout the state. You can't make a better ALL OF IOWA buy because farm folks and city folks like our music and compete news service.

LOWEST COST "ALL OF IOWA" MEDIA

MUSIC

NEWS

540 KC

KEOK

FORT DODGE, IOWA

920 KC

KQUE

ALBUQUERQUE
NEW MEXICO

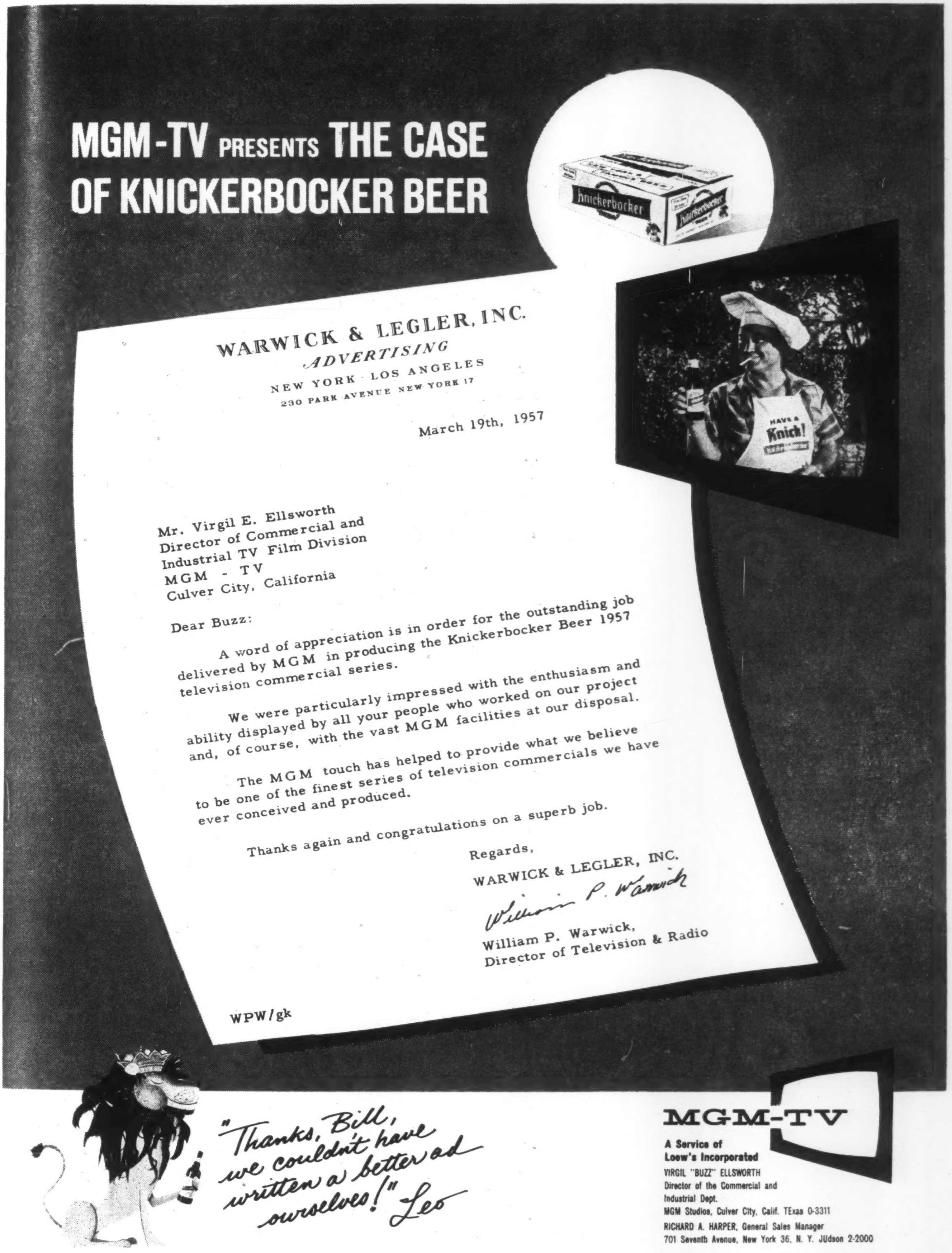
5,000 WATTS

KTRI

SIOUX CITY
IOWA

EVERETT - McKINNEY, Inc.
NATIONAL REPRESENTATIVES

KEOK — 540 — KEOK — 540 — KEOK — 540 — KEOK



MGM-TV PRESENTS THE CASE OF KNICKERBOCKER BEER

Knickerbocker
HAVE A Knick!

WARWICK & LEGLER, INC.
ADVERTISING
NEW YORK · LOS ANGELES
230 PARK AVENUE NEW YORK 17

March 19th, 1957

Mr. Virgil E. Ellsworth
Director of Commercial and
Industrial TV Film Division
MGM - TV
Culver City, California

Dear Buzz:

A word of appreciation is in order for the outstanding job delivered by MGM in producing the Knickerbocker Beer 1957 television commercial series.

We were particularly impressed with the enthusiasm and ability displayed by all your people who worked on our project and, of course, with the vast MGM facilities at our disposal.

The MGM touch has helped to provide what we believe to be one of the finest series of television commercials we have ever conceived and produced.

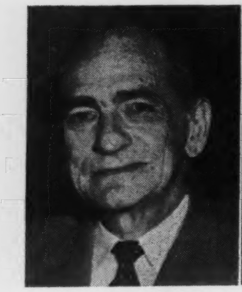
Thanks again and congratulations on a superb job.

Regards,
WARWICK & LEGLER, INC.
William P. Warwick
William P. Warwick,
Director of Television & Radio

WPW/gk

"Thanks, Bill, we couldn't have written a better ad ourselves!" Leo

MGM-TV
A Service of
Loew's Incorporated
VIRGIL "BUZZ" ELLSWORTH
Director of the Commercial and
Industrial Dept.
MGM Studios, Culver City, Calif. TExas 0-3311
RICHARD A. HARPER, General Sales Manager
701 Seventh Avenue, New York 36, N. Y. JUdson 2-2000

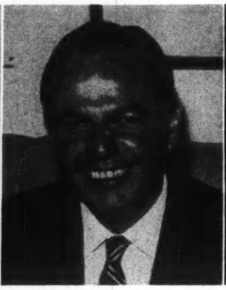


McCONNAUGHEY

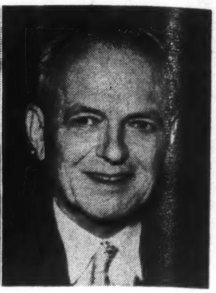
HYDE

BARTLEY

LEE



MACK



CRAVEN

FCC PANEL: PAY TV DECISION SOON

Broadcasters quiz commissioners 2½ hours in informative session

AT ONE of the most jam-packed meetings during the NARTB convention, six of the seven FCC commissioners sat down in front of more than 1,000 broadcasters and submitted to cross examination on subjects ranging from subscription television to the Commission's policy on issuing declaratory rulings.

There were no major surprises, but there were a number of significant observations.

The consensus of those attending was that this was one of the most fruitful of the convention's meetings.

Seated on the dais were FCC Chairman George C. McConnaughey and Comrs. Rosel H. Hyde, Robert T. Bartley, Robert E. Lee, Richard A. Mack and T. A. M. Craven. Comr. John C. Doerfer was unable to attend the convention; he is recovering from an emergency appendectomy.

The session was moderated by NARTB President Harold Fellows. A series of ten questions were asked of the FCC members by Mr. Fellows and then questions were raised from the floor.

Highlights of the two and a half hour session were:

- Future of subscription television is due to be decided, to some degree, in the near future. Another meeting on pay tv will be held in the next several weeks and several commissioners are decidedly in favor of permitting some sort of test. Still troublesome to some is the question whether fee tv is broadcasting or a public utility.
- No significant changes will be made in television allocations or engineering standards until the report of the Television Allocations Study Organization is received. The Commission has no "official" knowledge of any military request for chs. 2-6. But, it was strongly stated, the FCC will not sit for 20 years with a "hodgepodge" television allocations structure.
- No sanction against broadcasters is implied in the FCC's liaison with the Federal Trade Commission. Notification to broadcasters of FTC action—where stations are identified in the citation—is the same procedure used by the FCC with complaints against stations from the public. The station is notified of the complaint so it can take action or not as it sees fit, and to give the broadcaster the opportunity to advise the FCC of its side of the story.
- Efforts to repeal Section 315, which provides that broadcasters must offer equal time to other candidates if one candidate uses their facilities, will not get very far. Some revisions may be successfully accomplished. Specific instances involving controversial local public issues were discussed, as was the question of editorializing by the broadcaster.
- Congress can be persuaded to change the Communications Act to permit radio-tv licenses to be issued for five-year periods. Two commissioners dissented, one suggesting a five-year term as a reward for meritorious operation, and the other an indeterminate license period, with the FCC permitted greater flexibility in changing stations' assignments where necessary.
- The North American Regional Broadcast Agreement and the recently concluded treaty with Mexico does not freeze the domestic use of such frequencies. Changes can be made in clear channel usage and elsewhere, but will be made, if at all, only after consultation with other signatory countries.

SUBSCRIPTION TELEVISION

Some inkling of how the commissioners are thinking about the significant subscription television issue became known at the panel—but no definitive consensus was apparent.

Chairman McConnaughey said that he personally is in favor of some sort of trial or experiment. But, he added, he was not sure just how this should be done.

The FCC chairman said one great problem concerned him—whether pay tv was broadcasting or common carrier. He said he was impressed with the fact that fee tv has many of the attributes of a public utility.

He also added: "Somewhere along the line the Commission is going to have to submit this question to Congress."

Comr. Lee repeated his previous stand that pay tv should be given an opportunity "at the market place." He again urged that subscription tv be authorized for uhf stations only, seeing in this a "last opportunity" to do something for uhf.

Such a move, he added, would mean more uhf stations and more all-channel receivers.

Comr. Mack said he felt the basic question was whether pay tv was broadcasting or common carrier. He also declared he felt the Commission should ask broadcast licensees themselves whether they wanted to use "this type of programming."

Chairman McConnaughey told his listeners that the Commission was in the middle of consideration on pay tv, that it had had several meetings, and that it planned to meet again on the subject in the next several weeks.

ALLOCATIONS

The FCC will not make any significant allocations or engineering changes until the results of the study being conducted by the television allocations study organization are in. That was the firm commitment made to broadcasters by the FCC commissioners at the panel.

Chairman McConnaughey said the FCC is not going to do anything serious until the TASO results are received. Comr. T. A. M. Craven pointedly remarked that the FCC does not plan to make any engineering changes until TASO reports. He qualified this slightly by adding that this does not mean the FCC may not change the table of assignments "here and there."

The TASO project received high praise from the FCC chairman: "TASO will render a truly great service to this industry," he said, and its results will be of the "greatest importance to television's rules and engineering standards."

The touchy subject of the military's interest in chs. 2-6 [B•T, April 1] was put directly to the FCC Chairman by Mr. Fellows. "Is the military asking for chs. 2-6?" Mr. Fellows asked. Mr. McConnaughey answered with a blunt, "No." He amplified this to add that officially nothing on this subject had come to his attention. Whether Mr. McConnaughey was being extra careful or whether the subject is shrouded in high security classification was not clear. It was recalled that on several occasions in the past

KTVI

ST. LOUIS

CHANNEL 2 ABC-TV

appoints

BLAIR-TV

Televisions First Exclusive National Representative

as exclusive national representative effective with its on-the-air date:

APRIL 15, 1957

SIGNAL HILL TELECASTING CORP. • ST. LOUIS, MISSOURI

WCUE GREAT STATIONS DO GREAT THINGS

Akron benefits from these and many other WCUE projects

Raised $7100 for Cancer Fund

Raised $1300 for Little League baseball

Raised $4000 for Rehabilitation Center

Raised $700 for Children's Home

Raised $4300 for Beacon Journal Charity Fund

. . . besides moving tons of merchandise for our sponsors

The ELLIOT STATIONS
great independents • good neighbors
TIM ELLIOT, President

Akron, Ohio - WCUE / WICE - Providence, R. I.

The John E. Pearson Co. National Representatives

What Do We Mean by BASICALLY BOSTON?

Everyone who buys radio time knows that the Boston Market isn't a "one station" buy . . . not if he or she wants to reach "all" the prospects.

Therefore, in any well planned radio campaign WVDA must be included from the base up, because WVDA reaches a big important selective audience of loyal listeners on "BOSTON HEARTBEAT" . . . "A FELLER AND HIS GIRL" . . . "A GUY NAMED SMITH" . . . "JOHNNY MOST: SPORTS" . . . "THE SHERM FELLER SHOW" . . . "ROCK AND ROLL PARTY" . . . "MARJORIE MILLS", New Englands First Lady of Radio, and a dozen more shows that in a basic manner, WVDA supplies the foundation of radio response in the Boston Market.

The "VIC" DIEHM RADIO GROUP

WAZL
Hazleton, Pa. NBC-MBS

WHOL
Allentown, Pa.

WHLM
Bloomsburg, Pa.

WIDE
Biddeford-Saco, Me. MBS-Yankee

WVDA
Boston, Mass. ABC

Represented by Paul H. Raymer Co.

BASICALLY BOSTON

WVDA 5000 WATTS 1260

HOTEL BRADFORD • Boston, Mass.

- DO YOU KNOW ABOUT
- WVDA'S
- MINUTE PACKAGE PLAN ?

few months before congressional committees, Mr. McConnaughey had acknowledged the military's interest in the vhf bands.

Comr. Craven took up the discussion by calling attention to the Air Force and Navy communications chiefs' articles in recent months calling for space in the chs. 2-6 tv bands [B•T, April 8]. Mr. Craven added that he knows of no official request.

Mr. Bartley discussed the FCC's recent announcement that it was going to study the allocations between 25 mc and 890 mc. This area includes fm and tv broadcasting and auxiliary services. The Commission, Mr. Bartley explained, already had underway a spectrum study of the above-890 mc bands. The 25-890 mc study was a logical follow-up, he said.

One of the major questions in the microwave study (above 890 mc), Mr. Bartley said, was whether microwave relay systems should be limited to common carrier or private users.

Mr. Craven added that this was a "long-range" look, leading up to the 1959 International Telecommunications Conference in Geneva, Switzerland. He asserted that there must be a realistic appraisal of spectrum allocations. For example, he said, the 1946 tv allocations are not satisfactory. He noted that there is a gap between chs. 6 and 7 and a bigger gap between chs. 13 and 14. He also called attention to the fact that other services, including the military, are clamoring for space in the spectrum. The study is to see whether any improvements are imminent, he said.

FTC-FCC LIAISON

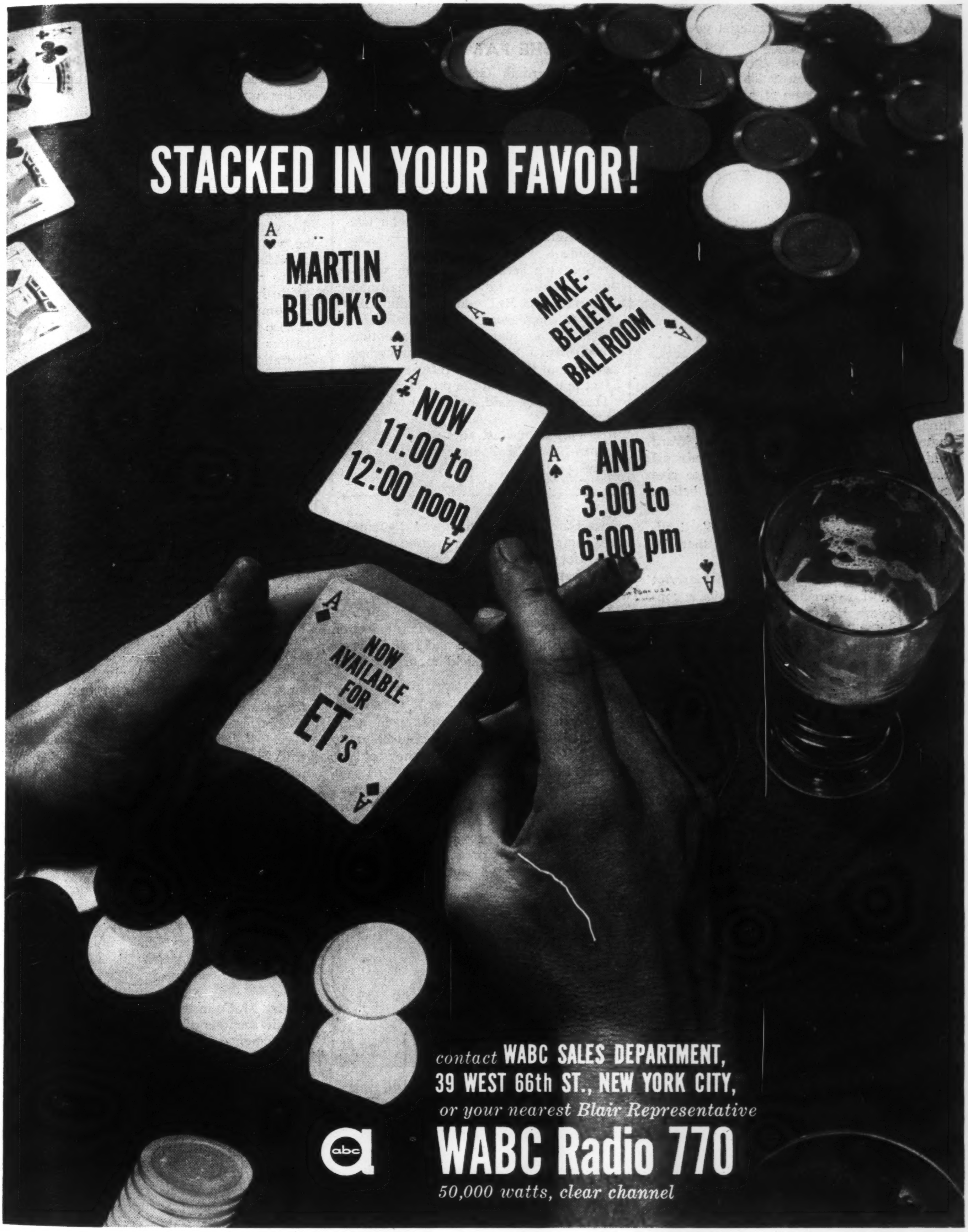
The commissioners clarified their position respecting the intent of their cooperation with the Federal Trade Commission. The clarification amounted to this:

When the FTC issues a complaint involving the use of radio or tv, the FCC will be notified. The FCC in turn will notify the station or stations mentioned that the FTC action has been initiated, thus giving the stations an opportunity to reply to the notification letter. This is the same process, Comr. Hyde pointed out, that is used when the FCC itself receives a complaint about a station—the station is furnished with a copy of the complaint as a matter of information. The broadcaster must use his own judgment as to whether to continue the cited commercial, they said.

However, Comr. Lee stressed that when the FTC has taken final action on a case involving what it considers false or misleading advertising, then the continued use of this advertising will cause the FCC to question the broadcaster's qualifications to hold a license. Mr. Lee also emphasized that the FCC intended only to notify stations when the FTC officially took some action; it was not the purpose of the "liaison" to notify stations everytime a complaint was made to the FTC about a commercial message.

A request was made for a clarification of a cryptic phrase in the Commission's announcement regarding its new practice to notify broadcasters of FTC actions.

The language, Mr. Hyde said, meant that broadcasters have the responsibility to de-



STACKED IN YOUR FAVOR!

MARTIN BLOCK'S

MAKE-BELIEVE BALLROOM

NOW 11:00 to 12:00 noon

AND 3:00 to 6:00 pm

NOW AVAILABLE FOR ET's

contact **WABC SALES DEPARTMENT,**
39 WEST 66th ST., NEW YORK CITY,
or your nearest Blair Representative

WABC Radio 770

50,000 watts, clear channel

cide for themselves what material goes out over the air from their station and should use prudent judgment in this. The phrase does not mean that a broadcaster must delete a commercial, even if a formal complaint is filed by the FTC. The FCC's responsibility, Mr. Hyde added, is to look at overall broadcasting, not a detail of it.

SECTION 315

The commissioners' serious discussion of the equal time provisions of the Communications Act was leavened with the dry comments of a broadcaster from Springfield, Mo.—G. Pierson Ward, KTTS-TV that city. He asked the Commission point-blank whether he or his Washington attorney was correct.

His problem, he explained, was that his station had given equal time to two groups on opposite sides of a local issue. But someone, claiming to represent a third point of view, insisted that he had a right to equal time. Mr. Ward referred this to his Washington attorney, who replied, Mr. Ward said, with a lengthy, complete, unequivocal dissertation telling him that he had to give the third party equal time. "I don't believe it," Mr. Ward declared.

"What I want to know," Mr. Ward addressed the commissioners, "is whether I'm right or my attorney is right."

Comr. Lee said the Communications Act is explicit. If a broadcaster permits a candidate to use his facilities, he must offer the same facilities to opposing candidates. Comr. Bartley commented that a broadcaster is faced with three choices: offer time free, charge for time or refuse time. But, Mr. Bartley went on, Section 315 applies to candidates only, and not to controversial issues.

Mr. McConnaughey declared, in answer to another question, that it was not necessary to offer equal time to answer an editorial by a station. Mr. Bartley said the station should ensure that its editorial was clearly labeled as such. He added that a well-run station would feel the responsibility of presenting the other side of a controversy.

Mr. Hyde pointed out that there were two factors involved: one was that involving candidates—there Section 315 applied; the other was public controversies—there Section 315 did not apply. But, Mr. Hyde went on, the basic principle of broadcasting is to be fair.

In reference to some proposals that Section 315 should be deleted from the Communications Act and that broadcasters should be responsible for political broadcasts, Chairman McConnaughey proffered the analogy that it was like asking to do away with Mother's Day "because children should love their mothers 365 days of the year." Congress will not delete Section 315, Mr. McConnaughey observed. In many ways, he added, it furnishes protection to broadcasters—from political pressures for one thing.

The equal time provisions of the act, Mr. McConnaughey said, were not perfect, but prudent revisions could be made. He referred to proposals which would guarantee equal time to the major political parties, with safeguards for minority parties. This has a chance of winning congressional support, the FCC chairman observed.

Mr. Bartley agreed with Mr. McConnaughey—both that abolition of Section 315 would be impossible and that it serves in many ways as a shield to broadcasters.

THE PAT HAND

FCC Chairman George C. McConnaughey held broadcasters momentarily expectant at the very end of the FCC panel session at the NARTB convention. NARTB President Harold Fellows had asked Mr. McConnaughey whether he had decided to accept reappointment to the Commission or not. Mr. McConnaughey had previously acknowledged that he has been offered reappointment by the President.

Speaking seriously and with seeming solemnity, the FCC chairman referred to a B•T editorial calling on him to make some public announcement of his plans at the convention [B•T, April 8]. Mr. McConnaughey noted that the editorial referred to the fact that he was on the program twice. Therefore, he said, he would take the hints:

"This is my last appearance before you," Mr. McConnaughey intoned, "this year."

FIVE-YEAR LICENSES

Broadcasters can help persuade Congress that five-year licenses should be granted, FCC Chairman McConnaughey told the audience. "Time is of the essence," he said, explaining that the Commission has already submitted to Congress its recommendations for revision of the Communications Act.

The present Act provides that broadcast licenses be granted for a period not to exceed three years; all other radio services are permitted five-year license periods.

TO THIS TRIO, at least, California champagne symbolizes the 1958 NARTB convention, scheduled for Los Angeles. L to r: Loyd Sigmon, KMPC Los Angeles and president of the Southern California Broadcasters Assn.; President Hal Fellows of NARTB, and W. J. Beaton, KWKW Pasadena and past president of the SCBA.

Comrs. Lee and Bartley explained their dissents to the board revision of this section of the Act.

Comr. Lee said he would be in favor of five-year license periods, if there was also provision for license renewals for less than five years. Where broadcasters were borderline in their operations, he expressed a desire for one- or two-year licenses.

Comr. Bartley declared that in his view, five-year licenses were only token. He said he was in favor of no fixed period at all, provided the Commission also held authority to make changes in station assignments (with due process).

Comr. Mack said he favors the five-year license period because it would help broadcasters in raising capital and in financing operation. The money market is tight, he said, and needs the stability of five-year licenses.

INTERNATIONAL TREATIES

The United States has not frozen its position on its won use of clear channels, Comr. Hyde said, in answer to a question on the NARBA (North American Regional Broadcast Agreement) and the more recently-signed treaty with Mexico.

There are provisions in both treaties, Mr. Hyde said, which call for consultation between the U. S. and other countries when and if the United States decides to change broadcast channel classifications.

This same answer was given regarding the possibility that the FCC might not be able to grant the request of daytime broadcasters seeking permission to begin operating at sunrise or two hours earlier and ceasing broadcasting at sunset or two hours later (whichever is earlier or later, respectively). The U. S. is free to determine domestic use of its channels, Mr. Hyde emphasized. Naturally, he added, there would have to be conferences with treaty signatories.

Mr. Hyde called for help in persuading the Senate to ratify both the NARBA and the Mexican treaties.

MISCELLANEOUS

Other topics discussed at the FCC panel:

Action within the next three weeks on revised license renewal forms was seen by Mr. McConnaughey. The FCC has its staff recommendations at hand, Mr. McConnaughey said, and has it ready for consideration.

Mr. McConnaughey listed objections to certain sections of the 1952 McFarland Act amendments, including the protest rule and separation of staff from Commission in adjudicatory matter. He found some good in the provision calling for the sending of McFarland letters; in many cases, he noted, applicant's answers obviated the need for a hearing.

The Commission, Mr. Hyde stated, is not eager to render declaratory judgments unless there is a clear question of law at stake. He added that most such requests concern programs, and the broadcaster is better informed than the FCC to make that judgment.

Without seeing the dial listeners know when they are tuned to WSB Radio.

This individuality in sound has been achieved at no loss to the dignity and stature of radio. It is a pleasing sound. The audience likes it. Ratings reflect it.

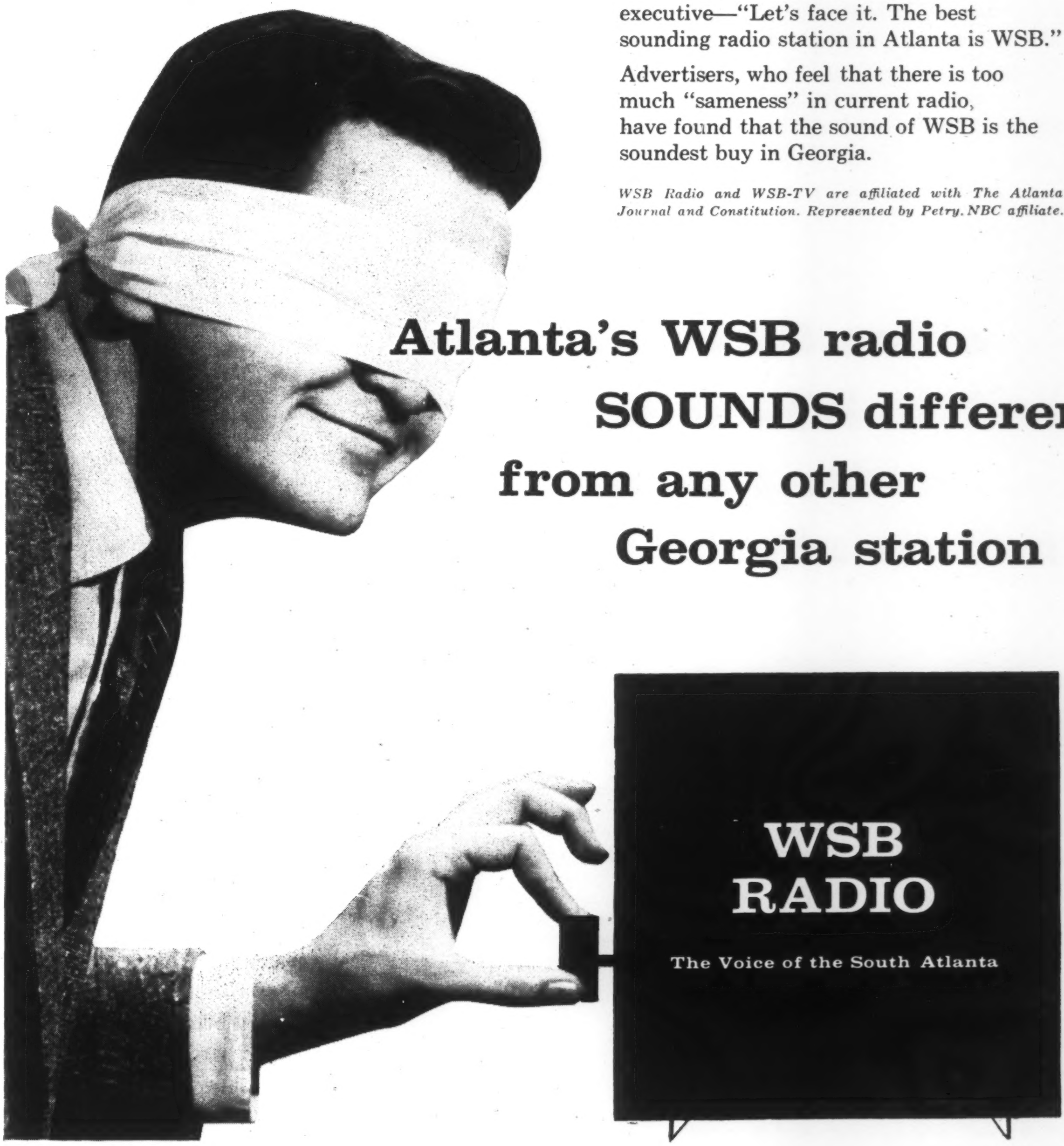
An Atlanta ad agency executive—"I think the different, distinctive sound of WSB Radio is proof of its superiority."

A Gadsden, Ala., radio service manager—"The brightest sound in town you say. I say the brightest sound anywhere. I know because my tuner brings in a lot of stations."

A competitive Atlanta radio station executive—"Let's face it. The best sounding radio station in Atlanta is WSB."

Advertisers, who feel that there is too much "sameness" in current radio, have found that the sound of WSB is the soundest buy in Georgia.

WSB Radio and WSB-TV are affiliated with The Atlanta Journal and Constitution. Represented by Petry. NBC affiliate.


WSB
RADIO
The Voice of the South Atlanta

Atlanta's WSB radio SOUNDS different from any other Georgia station

McC Lauds Networks, Says Public 'Censors'

THE FCC's network study report will be screened twice before any recommendations are officially adopted, FCC Chairman George C. McConnaughey told 1,500 broadcasters at the joint engineering-management NARTB convention luncheon last Tuesday.

The network study report, expected to be completed June 30 by the special staff headed by U. of Cincinnati Law School Dean Roscoe Barrow, will first be evaluated by the Commission's own four-man network study committee, Mr. McConnaughey explained. This comprises Mr. McConnaughey and Comrs. Rosel H. Hyde, Robert T. Bartley and John C. Doerfer. The results of their considerations, the FCC chairman said, will then be submitted to the whole Commission, which "will pass upon the whole matter and make its findings known to the Congress and the American public."

Mr. McConnaughey had special praise for the networks in his address which was broadcast nationally by tv and radio. In discussing the network study, the FCC chairman declared: ". . . Let me remind you that the Commission is well aware of the great and indispensable contributions which networking has made to broadcasting." In another reference to the networks, Mr. McConnaughey added: "To a very large degree the networks in this country deserve credit and praise for the excellent programs we witness today. They should not be stifled by crippling and destructive governmental controls.

"It must be borne in mind the networks pioneered in television development, they lost millions of dollars year after year and only within the last few years they began to make a profit in networking proper. Should we begrudge them the fruits of their gamble with this new medium? It is easy to apply hindsight today and say that because of the scarcity of television channels, they were bound to win, but the field was open then, as it is now, to all comers who wish to make the huge investments required to compete with the networks for station affiliation."

TWO old-timers hold court at the ABC Affiliates reception April 7 at the NARTB convention. "The Old Hired Hand" (r), also known as Harold Hough, general manager of WBAP Ft. Worth, takes time out from business with Glenn Snyder, general manager of WLS, ABC affiliate in Chicago.

Strongly emphasizing that the FCC has no power of censorship over programming, Mr. McConnaughey implored that there never will be. "Please God," he said, "that this wonderful nation of ours may never stoop to this practice." However, he added, there is one powerful censor, the American people. He commended the broadcasters for their tv and radio codes, advised his public listeners that if they had any complaints about programs to write to the Television Code, Box 1711, Washington 13, D. C.

Mr. McConnaughey also had praise for Westinghouse Broadcasting Co. and its public service conference held in Boston last February 27 to March 1 [B•T, March 4].

Television, the FCC chairman said, now covers 85-90% of the people in the United States with at least one signal, and 75% with at least two signals. Net profits in television, in the two and a half years since he has been chairman, Mr. McConnaughey said, have tripled. There are 257 stations which can telecast color, he pointed out. And, he added, five times as many minutes are spent by the people of the United States viewing tv as reading newspapers.

There are 260 million radio sets in the world, Mr. McConnaughey stated. More than half of them are in the United States. The total number of radio sets, he said, exceeds the number of copies of daily newspapers.

Mr. McConnaughey appeared before the CBS-TV cameras in tan makeup. He read his speech with the aid of a TelePrompTer.

CBS-TV broadcast the speech live from Chicago over its entire network. The same network recorded the speech for delayed broadcast over its radio network.

Gruenther Says Radio-Tv Play Key Security Role

RADIO and television broadcasters perform one of the key roles in maintaining national security and protecting the whole way of American life, Gen. Alfred M. Gruenther, president of the American National Red Cross, told the NARTB Chicago convention Tuesday morning.

Discussing the extensive Soviet radio propaganda program, he said 147 stations are directing communist messages 112 hours a week toward foreign listeners. He explained the Soviet nation is spending vast sums to jam U. S. broadcasts aimed at foreign audiences and asked the backing of our own information program.

"We live in an era where U. S. leadership is tremendously important," he said. "The history of civilization depends on the way we exercise that leadership." Interest in international affairs is increasing in this country, he said. Gen. Gruenther added that tv plays a small part in Soviet propaganda because of the limitations of distance, explaining that only United States, Canada and Great Britain have gone very far with television.

How They Rate

TRENDEX ran a special 15-city survey of the nationally televised talks last week by FCC Chairman George C. McConnaughey and NARTB President Harold Fellows.

Mr. McConnaughey spoke on CBS-TV Tuesday 2:30-3 p.m. and came up with a rating of 3.7 for a 27.1 share of audience. At the same period NBC-TV *Tennessee Ernie Ford* drew a 5.2 rating with 38.8 share of audience and ABC-TV local affiliates (no network service) drew a 2.9 rating and a 21.2 share.

Mr. Fellows on ABC-TV Wednesday at 3-3:30 p.m. drew an 0.8 rating with 5.3 share of audience, opposite NBC-TV's *Matinee Theatre* with a 6.0 rating and 42.0 share and CBS-TV's *Big Payoff* with a 6.6 rating and 46.7 share.

Fellows Lauds American Plan, Counts 190 Million Receivers

FREE OPERATION of American radio and tv by privately-owned broadcast properties under FCC regulation has developed the world's finest entertainment and cultural programs, NARTB President Harold E. Fellows told the Chicago convention at the Wednesday luncheon.

Mr. Fellows said there are 145 million radio and 45 million tv receivers (worth $20 billion) in the U. S., receiving service from 3,700 am and fm stations and nearly 500 tv stations. Since the stations are owned by at least 15,000 people, plus stockholders with small interests, he said, there is no likelihood of central control of U. S. broadcasting.

Citing the government-controlled systems in other nations, Mr. Fellows said public officials control what is broadcast. On the other hand, he said, the ultimate control of programming in this country is vested in the American people "and herein lies no danger of censorship."

Three advantages of the American system, Mr. Fellows said, are lack of a license fee on receivers; a more richly endowed program service that also promotes the nation's economy by building markets for goods and services, and local ownership as well as local programming.

NARTB Pays Tribute to Priest

TRIBUTE to the late Rep. J. Percy Priest (D-Tenn.), chairman of the House Committee on Interstate & Foreign Commerce, was paid by the NARTB convention Wednesday noon. President Harold E. Fellows presented a scroll honoring Rep. Priest to Mrs. Priest. In his congressional career Rep. Priest had taken an active role in broadcast legislative affairs and had addressed the 1955 NARTB convention in Washington.

● ONE OF A SERIES

Pied Piper, 1957...

Follow the leader. In New Haven the listening crowds follow WAVZ, multiplying tremendously year after year after year.

Check your Pulse report for the story of WAVZ's domination of home, automobiles, business establishments and combined listening totals.

Place your spots where the New Haven crowds will hear them and make your product a leader on WAVZ.

Representatives: **National: Hollingbery Co.**
New England: Kettell-Carter

WAVZ

24 HOURS A DAY

1000 WATTS

152 TEMPLE STREET, NEW HAVEN, CONN.

Daniel W. Kops, Executive Vice President and General Manager ● Richard J. Monahan, Vice President and Commercial Manager

DORRELL LIGHTS INTO NCS NO. 2

"WHEN I find that any source of information is producing things that I consider screwy, I yell—real loud. Even about NCS No. 2."

And with that, Ward Dorrell, vice president and research director, John Blair & Co., unloosed his criticism of Nielsen Coverage Study No. 2. He spoke Wednesday afternoon before the radio management conference at NARTB's Chicago convention.

He recounted happenings at the seminar last month in New York at the Radio & Television Executives Society in which John Churchill, vice president of A. C. Nielsen Co., was interrogated on aspects of the recently-completed NCS No. 2.

"I have encountered few proponents for the status quo in this coverage mess except Nielsen spokesmen," Mr. Dorrell asserted. He conceded that it would be a virtual impossibility for any measurer to produce a measurement or system of measurements which all broadcasters and all buyers would consider 100% accurate.

However, he pointed out, "between the period of the time of measurement and the final release of data, practical considerations dictate changes in methodology."

Mr. Dorrell questioned the accuracy of NCS No. 2 since it was his understanding that quality control was not used, a consideration normally included with Nielsen's audimeter that compensates for "memory loss" in interviews.

Mr. Dorrell asked what portion of "less accurate" mail questionnaires were in NCS No. 2, pointing out that a 1952 survey of Standard Audience Measurement Service was branded invalid because it was based on mail questionnaires.

Of NCS No. 2, Mr. Dorrell said that even the most pessimistic broadcaster did not anticipate the tremendous difference between NCS No. 1 and NCS No. 2. "I understand," he added, "that the Nielsen company said that there should be no comparison between No. 1 and No. 2 . . . that 'they were not comparable.' "

Other questions raised by Mr. Dorrell (to which he indicated Mr. Churchill had furnished unsatisfactory answers at the RTES seminar): How was the "all-important" out-of-home measurement obtained? Why is study No. 2 not comparable to No. 1? What was the proportion of mail interview to personal interview? How was the audimeter introduced for audience control? What were the minimum sample requirements per county—total sample? With survey taken during baseball season, what effect did this have on non-baseball stations? Were separate questionnaires used for radio and tv?

Mr. Dorrell charged other questionable points in the study. "This study disclosed that such 50 kw stations as WOR (New York), WCBS (New York), WBBM (Chicago), KNX (Los Angeles), KFI (Los Angeles), WRCA (New York), KNBC (San Francisco) and others were included in the category of small stations in terms of daytime broadcasting," he said.

The Blair executive also pointed out that as of Feb. 1, 374 radio stations and 104 tv stations were subscribers to NCS No. 2, indicating "little support."

Earlier in the radio management session, E. K. Hartenbower, KCMO Kansas City, chairman of the NARTB radio research committee, had expressed need for a continuing county-by-county audience study of in-home and out-of-home listening that ultimately could be an all-industry standard. He stressed the major workload entailed in the sizable out-of-home count.

Mr. Hartenbower acknowledged that such a study would cost considerable money and with such reliance on memory of interviewed people, it would require parallel studies.

Efforts of NARTB to have the Census Bureau include a radio question, specifying types of sets and where used, was reported to the delegates. In addition, NARTB is attempting to have included in the 1958 Census of Business a question on sets outside of households, such as bars, hotels, etc.

Session was presided over by Herbert L. Krueger, WTAG Worcester, Mass.

RAB'S SWEENEY ASKS 'INFANTRY' SELLING

- **Urges custom presentations**
- **All-out radio drive proposed**

A CALL for more "infantry selling" by radio stations, networks and representatives was sounded last week by executives of Radio Advertising Bureau during its presentation last Wednesday at the NARTB convention in Chicago.

RAB President Kevin Sweeney urged an all-out effort to acquaint advertisers with radio's potential. He defined "infantry selling" as calls on individual prospects with presentations especially designed for them.

One-third of RAB's budget, he said, is now being used for a national sales force equipped and trained for infantry selling. RAB's present budget will rise to $925,000 annually by winter, Mr. Sweeney said, adding that it would go over the $1 million mark by early next year. He noted, however, that this would be only half the amount newspapers are allocating for national business development through the American Newspaper Publishers Assn.'s Bureau of Advertising.

RAB's basic presentation, "Everybody's Doing It," traced the increased use of radio by national advertisers during the past two years and outlined reasons for this growth.

John F. Hardesty, RAB vice president and general manager, presented a series of recorded statements by advertising executives who were meeting with success with radio. The tapes told these sales stories:

Beechnut Gum (William Gesslin, account executive, Young & Rubicam)—using radio in 1957 for the first time in six years with 75% of its budget going into the medium.

Trans-World Airlines (John Keavey, domestic advertising director) — devoted 5% of its budget to radio in 1955, 12% in 1956 and 18% in 1957; anticipates an additional 10% in 1958.

Pepsi-Cola (J. Clarke Mattimore, vice president, Kenyon & Eckhardt)—reported tremendous success in 25 market campaigns; plans to go into 75 more markets in 1957.

Listerine (Doug Morris, vice president of Lambert & Feasley)—used no radio in 1956; currently buying time on 190 stations in the top 75 markets at the rate of $2.5 million a year. It was noted that while Listerine was an established name with other media advertising, sales reached an all-time high at time when the firm used spot radio.

Pacquin's (John O'Connel, assistant advertising manager)—using 300 stations in 250 markets with a minimum frequency of 25 spots per week; very favorable trade and consumer response reported.

Norelco shavers (Harry Fry, advertising manager)—explained reasoning behind it dropping network television to embark on a spot and network radio campaign.

Whitman Candy Co. (Jack Morrissey, advertising manager)—detailed current testing of radio. Initial results are so satisfactory that in 1958 a substantial portion of the firm's budget will go into radio.

John Toigo, vice president and director of marketing, Schlitz Brewing Co.—found radio conveys aural images so valuable in recognition. It was noted radio does job in places where other media cannot go.

Mr. Hardesty also explained how RAB's sales specialists have been concentrating their efforts on specific industries rather than "generalizing about what a fine advertising medium radio is."

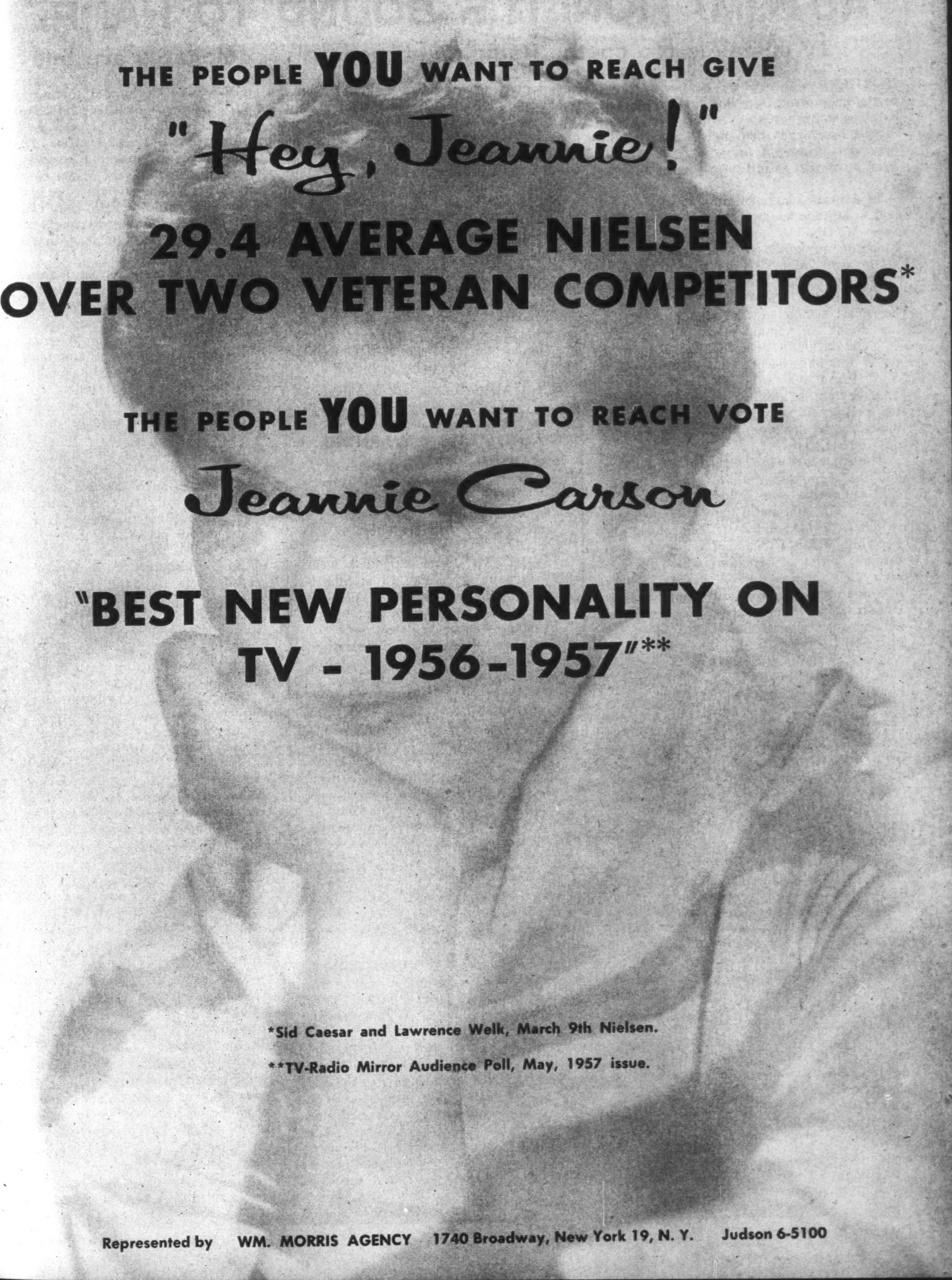
The growing regional sales operations of RAB was described by Sherril Taylor, vice president and director of promotion. More than 1,400 presentations in 34 different cities will be made this year by four-man "blitz" teams, he said.

Film of Radio-Tv Trial Coverage Available for Civic Groups

A FILM showing how radio and tv covered the famed Graham murder trial in Denver last year will be made available to broadcasters for showing to legal and civic groups, it was announced Wednesday at an NARTB convention session on freedom of information. The film was made available through cooperation of all the Denver radio-tv stations.

Titled "Electronic Journalism in the Courtroom," the film includes comments from Justice Otto Moore, of the Colorado State Supreme Court, who wrote an opinion overruling Canon 35 of the American Bar Assn. This canon bans broadcasting and photography in court trials. The trial judge, district attorney, defense counsel, sister of the defendant and jury foreman declare in interviews with Sheldon Peterson, KLZ-TV Denver, that broadcast coverage did not interfere with the processes of justice or prejudice the defendant's rights.

Robert D. Swezey, WDSU-TV New Orleans, chairman of NARTB's freedom of information committee, reported on the committee's work.



THE PEOPLE **YOU** WANT TO REACH GIVE

"Hey, Jeannie!"

29.4 AVERAGE NIELSEN OVER TWO VETERAN COMPETITORS*

THE PEOPLE **YOU** WANT TO REACH VOTE

Jeannie Carson

"BEST NEW PERSONALITY ON TV - 1956-1957"**

*Sid Caesar and Lawrence Welk, March 9th Nielsen.

**TV-Radio Mirror Audience Poll, May, 1957 issue.

Represented by WM. MORRIS AGENCY 1740 Broadway, New York 19, N. Y. Judson 6-5100

AUTOMATION: IT'S BOUND TO HAPPEN

Tv mistakes too costly: Radio must modernize, delegates are told

IF THERE was a single dominant theme to the engineering meetings and equipment exhibits at last week's NARTB convention, it was this: That television is too big financially to permit flubs, and that radio must modernize in order to remain competitive.

In a word: Automation.

This attitude was best expressed by Harold See, KRON-TV San Francisco, whose Mechron automatic switcher was disclosed at the convention. He put it this way:

" 'Thumbs' cost money."

Tremendous strides have been made by broadcast technicians and manufacturers in developing or refining electronic and mechanical devices to perform functions which up to now have been handled manually.

A. Prose Walker, NARTB engineering director, put it another way: "Use thinking people for duties where reasoning is necessary, let machines perform the routine, non-thinking jobs."

The engineers who run broadcast stations and the manufacturers who supply broadcast equipment were following this advice.

Item: The automatic sequential program switcher, developed by Mr. See and J. L. Berryhill, KRON-TV chief engineer, performs a series of functions which include taking a tv station out of network, setting into operation station studio equipment for local broadcast, and returning the station to network—all preformed with split-second precision.

Item: An automatic program control system, developed by GE, which used perforated tape for activating other studio equipment.

Item: An improved version of the Ampex automatic programming system and the Gates auto-station, both of which use sub-audible tones on a master tape (which also contains recorded announcements and other voice material) to activate either a 100-record record player or one or more tape recorders.

Item: Advances made in automatic transmitter logging, described by Gustive Ehrenberg, Brown Instruments Div., Minneapolis-Honeywell Regulator Co. [B•T, April 1].

The strides made were cited by many speakers and exhibitors as heralding, for radio, unattended operation.

John Haerle, Collins Radio Co. broadcast sales manager, referred to the future radio station as having its personnel reduced to the "the irreducible minimum—zero."

Mr. Haerle, who addressed one engineering session, crystal-balled the following as the future for radio: (A) Remote control of all stations; (B) Automatic transmitter logging; (C) Abolition of the need for frequency and modulation monitors; (D) More increasing use of fm, and (E) Automatic programming.

Some of the more important developments were the following:

One of the most significant developments in automation was shown without advance publicity by KRON-TV San Francisco. The device is a 99-second automatic sequential program switcher which handles switch out of network, the activation of three pieces of equipment (film camera, slide projector, tape recorder) and then back to network—all on a split second basis. In this ability to come out of network and back into network at precise times, the unit accomplishes a significant step forward for tv station automation.

The switcher has been used at KBAK-TV Bakersfield, Calif., for the past several months, and, it was reported, has brought commendation from viewers that the station's breaks are cleaner than ever. The device, under the trade name McChron can handle up to 10 functions, including a two-second spot, it was stated, and costs $4,000 per basic unit plus installation and auxiliaries amounting to about $2,000 more. A three-minute unit is being readied for production.

AUTOMATION WARNING

A WARNING to radio station operators of the psychological and subjective effects of automation on announcers was sounded at the NARTB convention by Myron Jones, WJET Erie, Pa.

WJET, Mr. Jones explained, went full time in 1955. For 18 months it has programmed automatically 42 hours weekly. Aside from the obvious advantages—more efficient use of manpower, more precise operation, more effective use of talent—Mr. Jones had one word of caution.

Although it is true a four-hour program can be set up in one hour with automatic equipment, annuncers will begin sounding robot-like unless management permits them to take a break every so often, he warned. This need not be long, Mr. Jones said, but it should be sufficient to overcome a tendency to parrot one commercial after another.

Under develpment by KRON-TV is a 25 automatic broadcast program system which will work on a 24-hour schedule. This is run in conjunction with IBM punched cards, which feed impulses to a memory system combined with the automatic program switcher. The IBM cards also can be used for billing information, reports to the FCC, reports to public service organizations and the like. The potential, as described at the heavily attended daily demonstrations, extends to the point where networks could transmit tones over their lines to put into effect local station breaks and spots and bring the station back into the network lineup—minus any local manpower at all.

GE showed its new automatic program control system, which uses an editor and a reader control unit. This can be used to perform up to seven functions. The editor unit is used to punch out perforated tape. This is then fed into the reader control unit, and activates other tv studio gear, film projector, slide projector, etc. Only two manual motions are required, start and stop. The GE unit is Model BC16-A and sells for $5,250.

RCA is working on an automatic programmer. The device is being field tested at this time, it was understood.

Ampex, which two years ago electrified the NARTB convention in Washington with its 24-hour automatic programming system for radio stations, showed its modified setup. This incorporates two Model 350 tape recorders plus a Model 355 integrator and a 45 rpm record changer to provide automatic programming for 14 hours. One tape recorder is used for voice announcements and programs and the other for commercial messages. Through the use of sub-audible tones the master tape can activate at the proper time either the second tape recorder or the record player. Up to five integrators can be added to expand the automatic use of program sources. Each Model 350 tape recorder sells for $1,205; each Model 355 integrator for $880. The record player is the customer's choice, with prices ranging from $500 to $1,100. The tapes each will run two hours, and the present record changers now can run up to 10 hours using both sides of 100 records.

Gates featured its auto-station, comprising two units—one a production unit for recording voice and control tones on tape, and the other a playback unit. A combination unit plus a 45 rpm record player and two tape recorders can program a radio station automatically for up to 12 hours. It was reported—four hours of announcements plus eight hours of music. Included in the system is an automatic gain amplifier to maintain levels. The two units sell for $6,000.

The use of IBM cards for automatic billing, program logging and a dozen other accounting and reporting activities was described by John P. Shanley, Service Bureau Corp., IBM subsidiary, at Thursday's NARTB radio management session.

Service Bureau Corp. is a pool of IBM equipment and trained operators in 82 cities in the United States.

Basic advantage of using IBM punched cards for accounting and reporting, Mr. Shanley said, was that a single posting is made and verified. All subsequent reports are prepared from this single card, mechanically, speedily and accurately.

The experience of WIS Columbia, S. C., with this method of billing and logging was enthusiastically described by G. Richard Shafto, WIS president. He told how a complete daily program log is run off in 2½ minutes, instead of the hours it took before. Account billings used to take up to 3½ hours daily, Mr. Shafto explained, but now it is done only once a month at the end of the month, when more than 6,000 cards are run in two-and-a-half hours. He said that the flexibility of the system, permitting all kinds of information reports to be prepared in minutes, was one of this system's greatest advantages. Mr. Shafto said he plans to use the system for WIS-TV shortly.

New Color Tv Monitor Pinpoints Error Source

A NEW color monitor, virtually test equipment for broadcast and tv set manufacturer's use, was shown by RCA at the NARTB convention. The Monitor, TM21, is considered one of the most stable ever produced. This advantage, according to RCA officials, means that when faults show up in color transmissions the errors can only be in the camera chain and can be adjusted at the camera position.

Up to now, it was said, errors in color telecasting apparent on existing color monitors, could not be pinpointed because it was always a question of whether or not the faults were in the camera gear or the monitor. The TM21 contains a full adjustment panel covering white balance, color balance, convergence (registration) in addition to the usual deflection controls. The unit sells for $3,500.

Test Gear Would Give MBS Network-Local Switch Control

PROGRESS in the development of automatic equipment to switch a station from network to local programming or announcements and back to the network again on signal from the network was detailed to Mutual affiliates at their April 7 meeting in Chicago (also see page 40).

Jules Cohen of Vandivere Labs, Arlington, Va., which is developing the equipment at the suggestion of Mutual, told the affiliates the devices now are being laboratory tested and in the next few weeks will be put into field tests in cooperation with Mutual. Assuming they work as expected and Mutual decides definitely to put them into use, the necessary network equipment will be installed first and the devices then will be offered to stations individually.

Cost to the stations probably will run around $750, Mr. Cohen said. This is for the cueing devices only and does not include tape machines. But most stations have tape machines already, he pointed out. He said tentative arrangements had been made by Vandivere for distribution of the equipment through Collins Radio Co.

The development would permit a network to feed a signal, via network lines, which would automatically switch stations—all those equipped—from network programming to local, simultaneously starting at each station a tape machine with a taped announcement (or program). At the expiration of time allotted for the local announcement (or program), another signal from the network would switch the stations back to network programming.

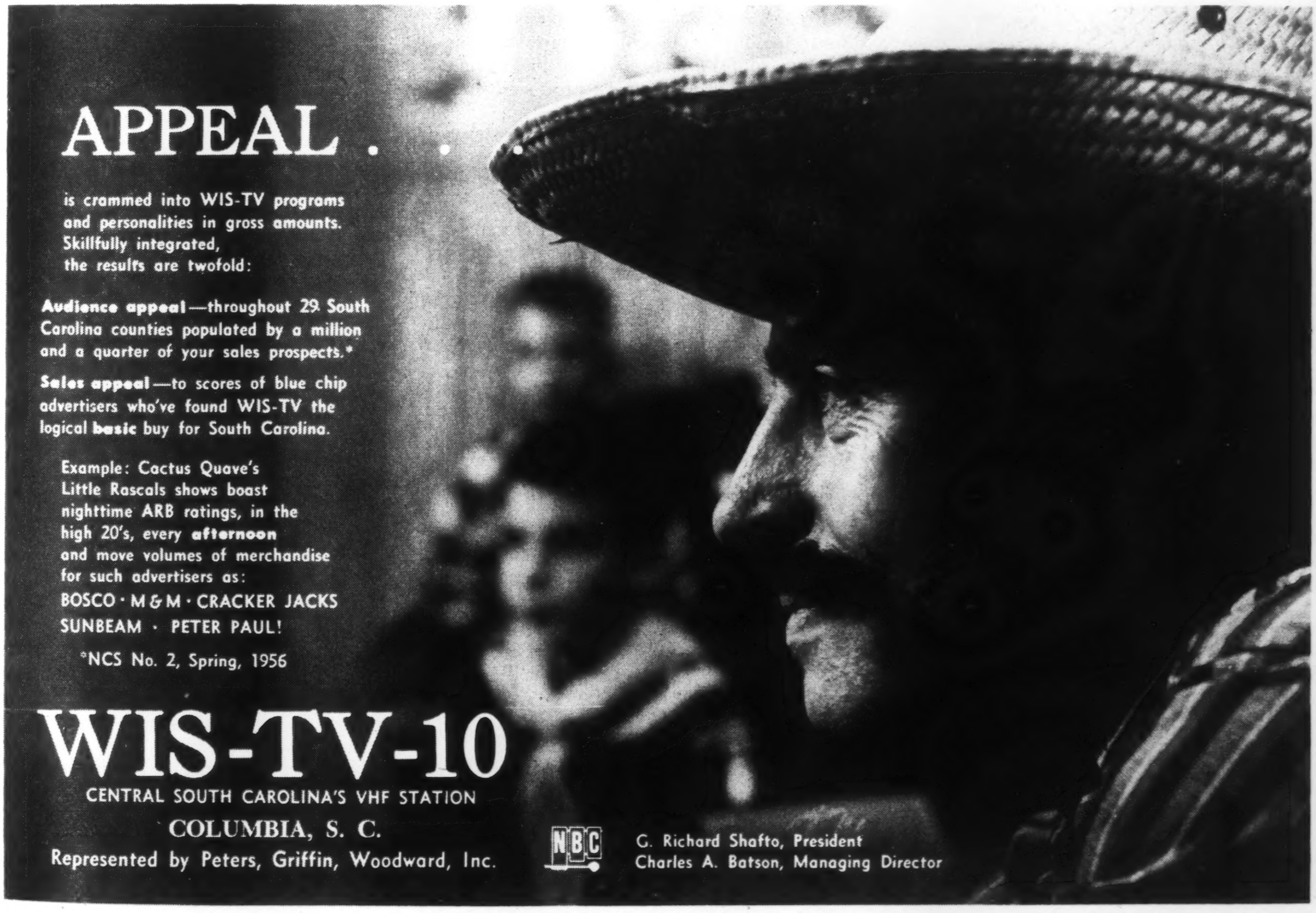
Mr. Cohen explained that for stations, use of the device would mean they need have no skilled switcher or an announcer on the board for these cut-in announcements, while for the network it would give assurance that stations are cutting in and out of network programming exactly on cue.

ABC Radio Thinks Tape Unit Will Beat DST-Delay Problem

ABC Radio thinks it has worked out a method of beating the daylight time-delayed broadcast problem—all for $1,000.

Working with Ampex Corp., an endless loop recorder has been developed which will, according to ABC engineers, permit the network to transmit a delayed program over network lines to radio affiliates while at the same time using the same tape to record the upcoming program being broadcast in New York.

Basic unit is the regular Ampex 350, modified to use a large tape reel which both feeds and takes up at the same time. The tricky problem of tension was overcome by using specially lubricated tape. The recorder head was modified to change sequence of operations from normal record, erase, play to play, erase record. This permits a program just completed to be immediately



APPEAL . . .

is crammed into WIS-TV programs
and personalities in gross amounts.
Skillfully integrated,
the results are twofold:

Audience appeal—throughout 29 South Carolina counties populated by a million and a quarter of your sales prospects.*

Sales appeal—to scores of blue chip advertisers who've found WIS-TV the logical **basic** buy for South Carolina.

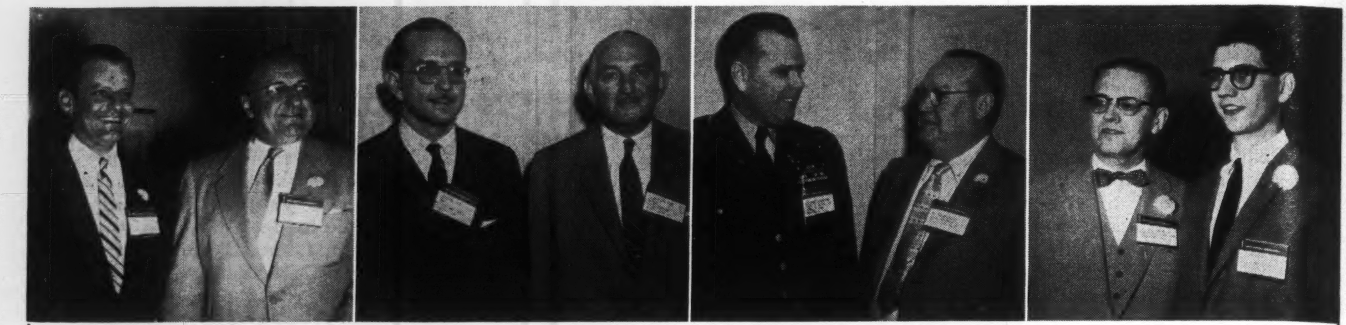
Example: Cactus Quave's
Little Rascals shows boast
nighttime ARB ratings, in the
high 20's, every **afternoon**
and move volumes of merchandise
for such advertisers as:
BOSCO · M&M · CRACKER JACKS
SUNBEAM · PETER PAUL!

*NCS No. 2, Spring, 1956

WIS-TV-10
CENTRAL SOUTH CAROLINA'S VHF STATION
COLUMBIA, S. C.
Represented by Peters, Griffin, Woodward, Inc.

NBC

G. Richard Shafto, President
Charles A. Batson, Managing Director



THE SECOND GENERATION is coming into broadcasting, as evidenced by these four father-and-son teams at last week's NARTB convention. L to r: Lester L. Cox of KYTV (TV) Springfield, Mo., and Lester E. Cox, KWTO Springfield and KOAM-TV Pittsburg, Kan.; Roger G. Berk and S. Bernard Berk of WAKR-AM-FM-TV Akron, Ohio; Maj. Robert Cranston, formerly of WBAP-AM-FM-TV Fort Worth and now chief of radio-tv, Dept. of the Army, and George Cranston of the Fort Worth stations; W. P. Williamson Jr. and Warren P. Williamson III of WKBN-AM-TV Youngstown, Ohio.

transmitted and immediately erased and a new program to be recorded in the same operation. Unique to the system is a feed from the inside reel. The ordinary differential between take-up and feed was overcome by a tightening action made possible through use of the lubricated tape.

Previously, as many as three technicians had to handle this daylight saving "crisis" job. The program had to be recorded, switched to play machine, and when finished rewound and readied for new recording.

ABC has bought two of the modifications —at $500 apiece—and intends to start them April 28 when Daylight Saving Time begins. Both will be operated simultaneously, one on a standby basis in case the operating machine breaks down.

50 Kw Standard Transmitter Produced by Gates Radio Co.

DESIGNED for remote control and for double power is Gates Radio Co.'s first 50 kw standard radio transmitter. The first model was developed, built and shipped to XET Monterrey, Mexico; consequently no model was on display at the NARTB convention. Gates is in production on two more models at the present time.

The transmitter uses a three-phase filament tube (Westinghouse 5891) in both the final and modulator circuits. This means lower noise, it is said. All filaments are completely regulated and provide arc-over protection. The tube produces 50 kw of power. An adapter can be bought, it was explained, to change the 50 kw transmitter into a 100 kw radio frequency power source. A spare tube is incorporated in the design, for use if the power amplifier or modulator tubes goes out. Priced at $85,000, the BC 50-B is 22½-ft. long.

Jensen Outlines New Tv Relay

AXEL JENSEN, Ball Lab's director of visual and acoustics research, told NARTB members attending last Monday's engineering luncheon about television experiments using a pulse-code-modulation technique. This may result, Mr. Jensen said, in the use of wave guide relays for intercity and transcontinental relaying, using 1,000 mc-wide bands with each tv channel 28 mc wide. The repeaters would be spaced 20 miles apart.

The effort, still in the laboratory stage, is keyed to a reduction in signal-to-noise ratios, permitting the effective use of very wide bandwidths for relaying.

Visual Electronics, RCA Show Image Orthicon Extenders

IMAGE orthicon extenders were featured by two exhibitors at the NARTB convention.

Visual Electronics Corp., New York, showed a device which oscillates a lens plate in front of a tv camera to prevent burn-in. The oscillation is produced mechanically, via a chain drive, with the picture kept steady through a compensating circuit. The device was developed at WBAL-TV Baltimore, Md., and is patented by the Hearst Corp. In the demonstration, Visual Electronics used an image orthicon which had been in use 1,038 hours and had been discarded because of burn-in. Image orthicon tubes have a life expectancy of from 800 to 1,000 hours. No life tests have yet been made with the "image orthicon preserver." The device sells for $2,400. An image orthicon tube costs about $1,200.

RCA showed an optional kit for color cameras which mechanically rotates a plate in front of the color tubes at 1-rpm, also to prevent burn-in. Because of the slow revolution, no compensator is necessary since the picture movement is not discernible to the viewer. The unit sells for $700. It was reported that work is underway to produce similar equipment for black-and-white tubes, the function to be performed electromagnetically instead of mechanically.

VIDICON STARS

THE little vidicon camera, workhorse of small television stations and closed circuit operations, sprouted all over at the exhibit hall of the Conrad Hilton Hotel at the NARTB convention last week.

RCA showed its first studio quality vidicon designed to broadcast standards. Incorporated in the new camera is a 7-in. view-finder, quality circuitry and mechanical construction. The RCA camera was termed useful in small set work, where lighting could be concentrated. It can be operated as a complete chain, with or without a console. In the latter operation camera functions are performed on the camera. Cost, including console, is $8,800.

Sarkes Tarzian Inc. showed a remote-controlled vidicon field camera equipped with a zoom lens. Remote gear provides controls for focus, iris and zoom. Cost is $4,900 for camera and associated console.

Kin Tel, formerly Kay Labs., showed a remote-controlled vidicon field camera using zoom lens with a 7-in. view-finder. Price is $7,000.

New Rear Screen Uses Shown By TelePrompTer, Century

NEW and better rear screen uses for tv studio originations were demonstrated at the NARTB convention. TelePrompTer showed a 9x12-ft. translucent screen, said to pass 50% of the light from a 6,000 lumens slide projector, using a 3,000 w bulb.

The system was credited with having superior edge focus and even light distribution. The projector weighs only 50 pounds, with the slide projector capable of handling 60 slides. It is also designed for remote control.

Century Lighting showed a "color value wall," including a wall-sized translucency used in conjunction with a rear screen color projector. It was said to enhance the true color values of products, scenery and other items through the use of contrasting or complementary hues projected onto the screen. Back lighting is accomplished through the use of fluorescent and incandescent lamps. Back depth need be no more than 12 inches, Century claimed.

Fm Development Assn. Forms For Promotion, Program Data

FM DEVELOPMENT ASSN., comprising two-score fm station members, has decided to set up facilities for the collection of promotion, publicity and program information as a service to the membership, according to Robert L. Brazy, KFMU-FM Los Angeles, association president.

The association met April 6-7 at Chicago before the opening of NARTB convention proceedings. A membership drive is planned, with annual dues set at $150 and initiation increasing from $100 to $200 next July 1.

FMDA voted to assess its members sums ranging upward of $750 to finance legal aid in music copyright negotiations, particularly in the case of functional music. The whole functional music question is at issue in a copyright suit filed against ASCAP in New York under terms of the consent decree. Sigmund Timberg, of Washington, who represented the Dept. of Justice in consent decree negotiations with ASCAP, is FMDA copyright counsel. William B. Caskey, WPEN-FM Philadelphia, is chairman of the licensing committee.

Harold I. Tanner, WLDM (FM) Detroit, was awarded the FMDA's trophy for outstanding program service in 1956 (see photo).

Bylaws are being drafted for the association. Headquarters are at KFMU-FM Los Angeles. Mr. Tanner is treasurer and Edward A. Wheeler, WEAM-FM Evanston, Ill., is secretary.

FMDA has three types of members—fm broadcasters, users of fm services and associates who have no voting status but are interested in the development of fm. Mr. Brazy said the association will accept membership from anyone in fm. Schools and churches will be invited to join as associates, with $10 annual dues. The association has a $25,000 annual budget.

A committee was named to handle internal revenue matters connected with subscriber service. Group purchasing of functional music equipment was discussed along with promotional hi-fi shows.

TROPHY for outstanding work in the advancement of the art and the science of fm broadcasting in 1956 was made to Harold I. Tanner (R), WLCM (FM) Detroit, by the Fm Development Assn. during the NARTB convention. Presentation was made by Robert L. Brazy, KFMU-FM Los Angeles, president of FMDA.

LARGEST AUDIENCE

OF ANY STATION IN IOWA OR ILLINOIS (outside Chicago)

According to Nielsen Coverage Service, WOC-TV Leads in ALL Categories: Number of Homes Reached Monthly, Number Reached Weekly . . . Weekly and Daily Daytime Circulation; Weekly and Daily Nighttime Circulation.

WOC-TV Coverage Data —

Population	1,568,500
Families	484,800
Retail Sales	$1,926,588,000
Effective buying Income	$2,582,388,000
Source	1956 Survey of Buying Income (Sales Management)
Number TV Homes	317,902
Source	Advertising Research Foundation

WOC-TV - Davenport, Iowa is part of Central Broadcasting Company which also owns and operates WHO-TV and WHO- Radio-Des Moines

The Quint-Cities Station—Davenport and Bettendorf in Iowa: Rock Island, Moline and East Moline in Illinois.

WOC TV

Channel 6 • Maximum Power • Basic NBC

Col. B. J. Palmer, President
Ernest C. Sanders, Res. Mgr.
Mark Wodlinger, Res. Sales Manager
PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES

United Press Facsimile Newspictures
and
United Press Movietone Newsfilm
Build Ratings

TV GROUP FORMS FOR ASCAP TALKS

- **Martin presides as interim unit talks on tv music licenses**
- **Most of 15-man committee likely to stay for negotiations**

A 15-MAN all-television interim committee on tv music performance licenses was named last Thursday as the nation's telecasters formally faced up to the problem of negotiating new ASCAP tv contracts to succeed those that expire Dec. 31 [B•T, April 1].

A permanent committee will be chosen by mail ballots to be circulated to all U. S. tv stations, but its final make-up is expected to be largely—and could be wholly—identical with that of the interim group. For the Thursday meeting officially nominated all 15 interim committeemen for membership on the permanent group and also limited the permanent committee's membership to the 15 nominees—including write-ins—who get the most votes in the mail ballot.

Recognizing the need for action without delay in getting ready for negotiations that traditionally are tedious and time-consuming, the meeting empowered the interim committee to act with all the authority of the permanent committee until the permanent committee is officially set up.

In order to vote in the election of the permanent group, stations must at the same time contribute or pledge to contribute toward the committee's expenses. In the last negotiations, which spanned more than four years, the all-industry negotiating group's legal, research, and other expenses came to more than $100,000.

The interim committee is expected to work out a formula for determining contributions. Last time, the original request was that each station put in the equivalent of its highest half-hour rate, but this proved inadequate and two subsequent solicitations were necessary. In the end, however, the committee had money left over, which was returned to the participating stations.

For the new negotiations, the interim committee also will consider setting up a formula for lower payments by uhf than by vhf stations.

Dwight Martin of WAFB-TV Baton Rouge and WDAM-TV Hattiesburg, Miss., who headed the all-industry negotiating committee which dealt with ASCAP in working out the four-year contracts that went into effect Jan. 1, 1954, served as chairman of the Thursday meeting—held in Chicago during the NARTB convention, although NARTB did not itself sponsor the session—and, on vote of the station officials present, appointed the interim committeemen. Also by vote of the stations, he included himself among the appointees.

Others named to the interim group (and nominated for membership on the permanent committee) were:

Roger W. Clipp, Triangle Publications stations; Edward G. Thoms, WKJG-TV Fort Wayne; John E. McCoy, Storer Broadcasting Co.; Nathan Lord, WAVE-TV Louisville; John T. Murphy, Crosley Broadcasting Co.; Irving R. Rosenhaus, WATV (TV) Newark; Frank Fitzsimmons, North Dakota Broadcasting Co. stations; Hamilton Shea, WSVA-TV Harrisonburg, Va.; Charles Britt, WLOS-TV Asheville, N. C.; Clair R. McCollough, Steinman Stations; Omar Elder, ABC; Sam Cook Digges of CBS-owned WCBS-TV New York; Lloyd E. Yoder of NBC-owned WRCV-TV Philadelphia, and Elisha Goldfarb, RKO Teleradio.

The committee will elect its own officers.

Introduced by NARTB President Harold E. Fellows, who noted that the problem of music performance rights contracts is "of high importance to all of us," Mr. Martin outlined the history and status of present ASCAP licenses.

He also noted that stations' music performance licenses with Broadcast Music Inc. expire March 11, 1959, and said that "we don't want to pass too lightly" over these but must necessarily concentrate first on the ASCAP contracts, since they expire first.

He noted that the BMI contracts call for licensees to pay BMI from 0.75% to 1.09% of gross receipts, after certain deductions, and that ASCAP blanket licenses call for 2.05% of net receipts from time sales plus the station's highest quarter-hour rate per month as a sustaining fee.

Per-program ASCAP licenses, held by a minority of stations, call for a commercial rate of 9% of net revenue from the sale of time during which ASCAP is used (except that when ASCAP music is used only as background on films not made primarily for tv, the rate is 4%); in addition, the per-program licenses call for a sustaining rate of 3.5% of the card rate applicable to each sustaining program carrying ASCAP music, but the total annual sustaining fee may not exceed 12 times the station's highest quarter-hour rate.

In addition to BMI and ASCAP, many stations also hold licenses from SESAC, but Mr. Martin pointed out that these contracts are negotiated by the stations individually.

Mr. Martin made clear that the Thursday session—which was open to non-members as well as members of NARTB—was "a meeting of telecasters" (ASCAP radio licenses continue to Jan. 1, 1959).

He also emphasized that, whatever contracts the committee finally negotiates with ASCAP, they will not be binding until accepted by stations. The committee's job is to negotiate and recommend, he pointed out, while the final decision as to whether to accept must be made by the broadcasters individually.

Any station which does not feel the terms recommended by the committee are equitable may enter into separate negotiations with ASCAP or, under a 1950 consent decree signed by ASCAP, may ask the courts to set a reasonable license fee. The

HOST COMMITTEE for the television film producers-distributors pre-banquet reception were (l to r): Seated, Ely Landau, president of National Telefilm Assoc.; Ralph Cohn, vice president-general manager, Screen Gems; Frederic W. Ziv, head of Ziv Television Programs; Richard A. Harper, sales director, MGM-TV; standing, Herman Rush, vice president-sales, Official Films; Michael M. Sillerman, executive vice president, Television Programs of America; Arthur S. Gross, assistant to the president, Guild Films, and Don L. Kearney, vice president in charge of sales, ABC Film Syndication. Broadcast talent provided entertainment, with Russell Sanjek producing show for BMI. Talent included Andrew Sisters, Tony Martin and Ray Bolger.

court course also is available if ASCAP and the committee fail to come to terms.

Mr. Martin also explained that the NARTB ad hoc committee on television music licensing, under Mr. Clipp of the Triangle Stations, had considered the question of stations acting together in the formation of an all-industry negotiating committee and had concluded that such action involves no violation of law. He also pointed out that it was Mr. Clipp's committee which asked NARTB to make time available for the all-television session during the convention.

The meeting developed occasional mild differences of opinion on the mechanics of setting up the committee but complete unanimity on the basic proposition of approaching and conducting the negotiations through an all-television committee whose expenses should be underwritten by all tv stations.

Approximately 50 station officials who had been specifically authorized to speak for their respective managements in the Thursday discussions were on hand for the session. Another, somewhat larger group was present to hear and watch the proceedings.

Daytimers Oppose Treaty In Chicago Resolution

FIVE-YEAR treaty signed by the U. S. and Mexico covering utilization of standard broadcast frequencies drew opposition from the Daytime Broadcasters Assn.'s fm directors at a closed meeting in Chicago April 6. The DBA board moved to oppose ratification of the agreement by the Senate Foreign Relations Committee, before which it is now pending, as contrary to interests of daytime broadcasters. The treaty was signed by FCC Comr. Rosel Hyde in Mexico City in January [B•T., Feb. 11, 4].

Terms of the treaty tend to "perpetuate" the philosophy of clear channel interests by affording "ridiculous protection" for Class I stations out to their 100 microvolt contour during daytime hours, and in nighttime to their 500 microvolt 50% skywave, DBA directors feel. They also claim the agreement provides no relief for sunrise-sunset hours of operation by U. S. daytimers on Mexican am channels.

Another point of contention by the DBA board is that it claims part of the agreement opens the door for possible power increases for U. S. Class I-A stations above 50 kw.

Board members meeting in Chicago and discussing the treaty included Richard E. Adams, WKOX Framingham, Mass., president; Ray Livesay, WLBH Mattoon, Ill.; Karl Baker, WLDS Jacksonville, Ill., vice president; Jack S. Younts, WEEB Southern Pines, N. C., DBA government relations chief; Joe M. Leonard Jr., KGAF Gainesville, Tex., secretary-treasurer, and Ben Cottone, DBA counsel. Sen. Wayne Morse (D-Ore.), head of the Senate Small Business Subcommittee on Daytime Radio Broadcasting, addressed the full DBA membership April 6 at a luncheon meeting in the Sheraton Hotel [B•T., April 8].

Clear Channels Drop Objections to NARBA

CLEAR Channel Broadcasting Service last week formally withdrew objections of more than six years duration to the ratification of the North American Regional Broadcast Agreement. The action was in a resolution adopted at CCBS' annual meeting last Monday during the NARTB's Chicago Convention.

CCBS noted that one point to which it objected—failure of Mexico to sign the 1950 NARBA—had been removed with the successful negotiation by the U. S. Delegation, under the chairmanship of FCC Comr. Rosel H. Hyde, of an agreement with Mexico last Jan. 29 [B•T, Feb. 11].

The CCBS resolution last week did point out that withdrawal of objections to the 1950 NARBA was with the understanding that "every possible means" will be used to obtain elimination of the NARBA provisions restricting radiation of U. S. Class 1-A stations. It was pointed out that CCBS had re-examined all provisions of NARBA in light of the January bilateral agreement and "in light of present day conditions."

Both the 1950 NARBA and the 1957 U. S.-Mexico pacts are in the Senate awaiting ratification. The 1950 NARBA had been signed by the U. S., Canada, Cuba, Dominican Republic and Jamaica. Along with Mexico, Haiti did not sign that pact.

CCBS comprises practically all the 1-A clear channel stations in the U. S. Officers include Hollis Seavey, director; Edwin M. Craig, WSM Nashville, chairman; Harold Hough, WBAP Fort Worth, treasurer, and Reed Rollo, counsel.

Lackey Says U. S.-Mexico Treaty To Aid Class IV Power Efforts

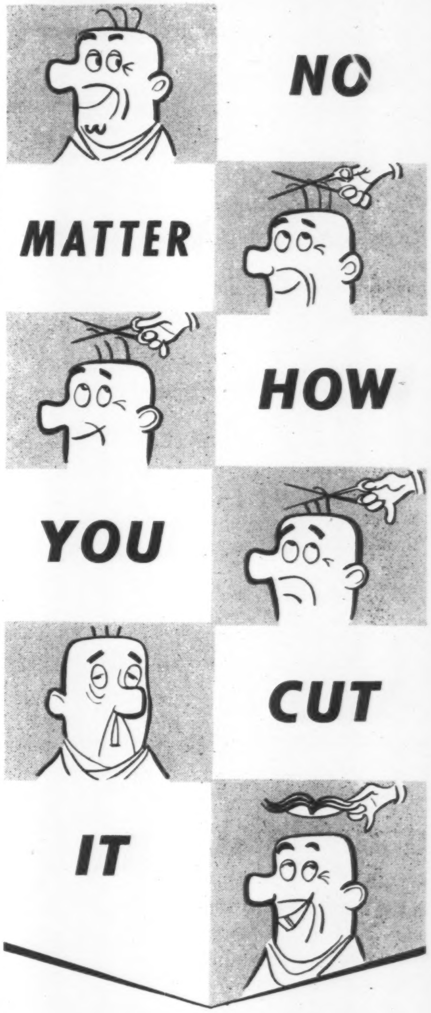
PARTS of the U. S. agreement with Mexico will assist the Community Broadcasters Assn. in its efforts to obtain increased power for Class IV stations through FCC rule-making procedures, F. Ernest Lackey, WHOP Hopkinsville, Ky., and CBA president, told an association meeting in Chicago last Monday.

He reported that the community group will appear before the Senate Small Business Subcommittee, headed by Sen. Wayne Morse (D-Ore.), in hearings April 30. CBA petition for rule-making proceeding currently is pending before the Commission. Daytime Broadcasters Assn., Clear Channel Broadcasting Service and others will testify in two-day hearings starting April 29.

CBA sees hope in the recently-signed U. S.-Mexico treaty on standard broadcasting frequencies on the basis that Mexico would be permitted to operate Class IV stations with 1 kw daytime and 500 w nighttime at distances of 93 miles or more from the border and 1 kw day and 250 w night up to 62 miles. The organization interprets this to mean a "breakdown of the classification of Class IV stations," according to Mr. Lackey's report.

Mr. Lackey expressed confidence the FCC

in BUFFALO . . .



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WBNY

Check WBNY pulse, check frequency of up-to-the-minute newscasts, check COST-PER-LISTENER and you'll agree . . . WBNY is THE station in the Buffalo market. Just as it's doing a big selling job for many **selective** national advertisers, it can for you, too!

BURKE-STUART
National Representatives

would act on the CBA petition, filed April 3, 1956, "within the next few months." He said, "now that the Commission can see daylight in its struggle with the problems of television," action should be "forthcoming very shortly." The group plans to enlist congressional support for its petition.

AP's Starzel Cites Radio-Tv For 'Ideals' at Pioneers Banquet

RADIO-TV broadcasters have been "doing an increasingly responsible job in breaking news stories and joining in the united media effort to develop news dissemination with "high ideals," Frank J. Starzel, general manager of the Associated Press, told the Radio Pioneers sixth annual banquet Wednesday.

He expressed concern, however, that "too often news of faraway places is neglected by the information media even though it is available to them" and said he felt radio-tv and newspapers should search out means for "broadening the interests of peoples we serve."

Function of all media is "to inform, not to reform," Mr. Starzel pointed out, and with respect to newscasts, "We do not have, and we cannot have and should not have, any aggressive interest whatever in the effect of solid news and information on any idea, plan or aspiration." He noted that when broadcasters editorialize occasionally, distinction is drawn between fact and opinion.

Clair McCollough, Steinman Stations, and Radio Pioneers president, presided over the dinner, which included presentation of a citation to Judge Justin Miller for his work in seeking equal access for broadcast media to court preceedings, and a posthumous "Hall of Fame Award" to Maj. Edwin H. Armstrong, inventor of fm, for his contributions to the broadcasting and communications industries.

Mr. McCollough observed that "after Marconi, many Americans considered Major Armstrong the biggest name in broadcasting." The citation lauded "one of the world's outstanding inventors in the field of transmission and reception whose contributions have been of immeasurable benefit to the broadcasting and communications industries and to mankind." The award was accepted by his widow, Mrs. Edwin H. Armstrong. Among honored guests were FCC Chairman George C. McConnaughey and NARTB President Harold E. Fellows.

Judge Miller was cited for his "unswerving devotion to the cause of freedom of speech on the air, for his valiant fight for access of radio microphones and television cameras to the courts of America and other legally constituted forums, and for his outstanding services to the broadcasting industry."

Wage-Hour Law Discussed Regarding Newsmen, DJs

ONE of the most troublesome wage-hour questions—are newsmen and DJs professionals?—was discussed by Charles H. Tower, NARTB manager, employer-employe relations department, at the NARTB convention.

Mr. Tower emphasized that the question of whether an employe is professional or not depends not only on his salary, but also on how much "non-exempted" work he does. Under federal wage-hour law, the professional classification goes to "creative" people who earn $75 a week or more and are not engaged in non-exempt activities for more than 20% of their time. The salary scale for this wage-hour class may soon be raised to $100 per week, Mr. Tower said.

Among other wage-hour questions, Mr. Tower discussed the increasing use of bonus plans, the "Belo" contract (for employes working irregular hours), and the NARTB campaign to have Congress exempt small radio stations from the wage-hour law. He also told broadcasters that the salary scale for exempt employes is expected to go from the present $55 for supervisors and $75 for administrative employes, to $75 and $100, respectively.

SCHREIBER, LINDSAY WIN AT B•T GOLF

MARK SCHREIBER of Mark Schreiber Advertising Agency, Denver, was low gross winner, with a par 72, in BROADCASTING•TELECASTING's annual NARTB convention golf tournament.

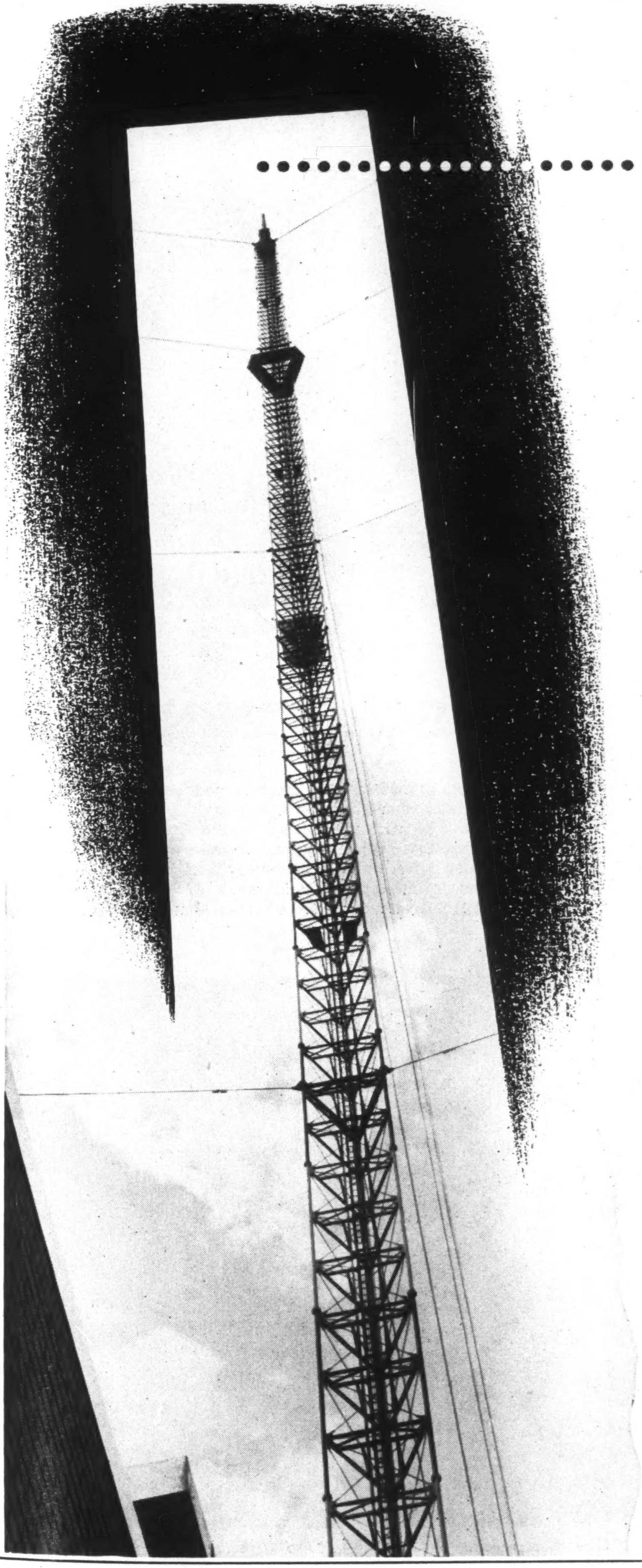
Merrill Lindsay, WSOY Decatur, Ill., won the low net with a blind bogey low of 60. The tournament, which drew 52 players despite adverse weather, was held at the Midwest Country Club, Hindsdale, Ill.

Don Lindsey, WTVP (TV) Decatur, Ill., was runner-up in low gross with a score of 78. In a three-way tie for third place, with scores of 79, were Marshall Pengra, KLTV (TV) Tyler, Tex.; Ed Theobold, Venard, Rintoul & McConnell, and M. E. McMurray, Storer Broadcasting Co. Mr. Pengra tied with Leon Drew, WXIX (TV) Milwaukee, for second place in low net scoring with blind bogey nets of 61.

Golf Participants in B•T 26th Annual Tourney

Players	Gross	Handicap	Net
Ed Bunker, WXIX (TV) Milwaukee	91	18	73
Leon Drew, WXIX (TV) Milwaukee	88	27	61
Ted Adams, Hollingbery, Chicago	93	24	69
Les Arries, CBS-TV Spot Sales	95	24	71
Ray Beindorf, CBS-TV Spot Sales	85	18	67
Chuck Pratt, NBC Chicago	98	30	68
Don Grasse, Tatham-Laird, Chicago	95	30	65
Jack McWeeny, Petry, Chicago	112	30	82
Frank Rolfes, Blair-TV	86	21	65
Robert Smith, CBS Chicago	101	30	71
Don Lindsey, WTVP (TV) Decatur, Ill.	78	6	72
Gene Bell, WTVP (TV) Decatur, Ill.	89	27	62
Ernie Dallier, KTVH (TV) Wichita, Kan.	96	30	66
H. O. Peterson, KTVH (TV) Wichita, Kan.	109	30	79
Grover Cobb, KVGB, Great Bend, Kan.	90	18	72
Ed Bronson, NARTB Washington	102	30	72
Bill Young, Screen Gems, Chicago	90	21	69
Stan Torgerson, WMC Memphis	81	12	69
C. N. Layne, KID-TV Idaho Falls, Idaho	98	30	68
Jim Miller, CKSO-TV Sudbury, Ont.	105	30	75
Wilf Woodill, CKSO-TV Sudbury, Ont.	95	24	71
Frank Fletcher, Washington	99	30	69
Robert E. Lee, FCC	99	30	69
Charles Brakefield, WREC-TV Memphis	91	24	67
Bill Maillefert, Petry, New York	101	24	77
Hal Holman, Holman, Chicago	89	21	68
Gene Myers, CBS Radio Spot, Chicago	100	30	70
Bob Meskill, CBS Radio Spot, Chicago	(53, 9 holes)		
Irv Unger, Gill-Perna, Chicago	108	30	78
Truman A. Morris, WBEX-TV Chillicothe, Ohio	89	21	68
Bill Shaw, H-R, Chicago	82	12	70
Andy Spheeris, WEMP Milwaukee	106	30	76
R. Wassenberg, KSFO San Francisco	100	30	70
Louis Lingner, WJJM Lewisburg, Tenn.	86	15	71
Fred Veihmeyer, Lohnes & Culver, Washington	89	24	65
Milt Gross, KOMU-TV Columbia, Mo.	106	30	76
J. Conwell, KOMU-TV Columbia, Mo.	108	30	78
Al Schroder, WMAQ Chicago	101	30	71
M. E. McMurray, Storer Broadcasting, New York	79	9	70
Bob Riley, WMBD Peoria, Ill.	82	15	67
Mark Schreiber, Mark Schreiber Adv., Denver	72	6	66
Ward Ingrim, Don Lee, Los Angeles	86	18	68
Ed Theobold. Venard, Rintoul & McConnell, Chicago	79	12	67
Maury Long, B•T, Washington	80	12	68
Dutch Lackey, WHOP Hopkinsville, Ky.	87	24	63
Merrill Lindsay, WSOY Decatur, Ill.	84	24	60
Hugh Boice, WEMP Milwaukee	94	30	64
Bert Martin, CBS Chicago	107	30	77
Leo A. McCabe, Fred Niles Productions, Chicago	84	18	66
Jack Burke, CBS Chicago	(59, 9 holes)		
Marshall Pengra, KLTV (TV) Tyler, Tex.	79	18	61
Frank Blotter, ABC Chicago	96	30	66

WINNERS of B•T's annual NARTB golf tournament exchange congratulations across a trophy. Merrill Lindsay (l), WSOY Decatur, Ill., won low net with a 60 (84 gross, 24 handicap); Mark Schreiber of Mark Schreiber Adv., Denver, won low gross with a par 72.



..........................REACHING UP
to reach out

**KSLA-TV INCREASES COVERAGE
6 TIMES WITH NEW IDECO TOWER**

Here's the story—

BEFORE: Beginning operation in December, 1953, KSLA-TV, Shreveport, La., was equipped with a 265′ tower and served a population area of 177,100.

AFTER: In November, 1955 the station changed to full power operation with a new 1195′ IDECO guyed tower increasing population coverage to 1,089,350.

● When KSLA-TV decided to "reach up to reach out" they naturally turned their tower problem over to Ideco.

Why? Because Ideco knows towers . . . has been supplying stations with new and expanded tower needs since broadcasting began. Meeting many unusual requirements in location, loads and weather conditions has given Ideco engineers a background in tower design and fabrication unmatched in the industry.

It's little wonder Dresser-Ideco is responsible for more than half of the nation's tallest TV towers and hundreds more of usual heights.

So when you are ready to "reach up to reach out" it's just good sense to call in Dresser-Ideco, regardless of whether your tower requirements are average . . . unusual . . . or spectacular.

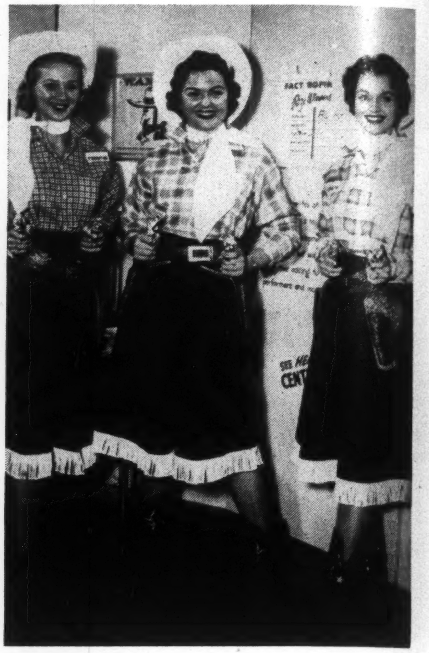
For a practical talk about your tower, write Dresser-Ideco or contact your nearest RCA Broadcast Equipment representative.

DRESSER-IDECO COMPANY
One of the Dresser Industries
DEPT. T-3, COLUMBUS 8, OHIO
Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

DRESSER
IDECO
ONE OF THE DRESSER INDUSTRIES

**Tall or Short . . . for TV, Microwave, AM, FM . . .
IDECO Tower "Know-How" Keeps You on the Air**

ASSOCIATED ARTISTS *Bugs Bunny and friend*



GE *Triple threat*

SOMETHING FOR

IT MAY BE that more important exhibits were on display at last week's NARTB convention than the 10 which grace these two pages. We venture that few will be more vivid in the recollections of delegates. On the chance, however, that some may have stayed over-long in the business sessions, or may have suffered temporary loss of focus, B•T records some of the more interesting trimmings.

Granted, the delegates came for business—but if a well-turned ankle

JINGLE MILL *Record changer*

GOODMAN *Most happy fella*

RCA *Decolletage*

NTA *Tea and sympathy*

MGM
PREMIERE
We supply you with th
worn by Famous MG
We supply you with a
original props from
Complete 'PREMIERE' ad
Point-Of-Purchase Display
Promotion Manual....pa
stunts, direct-mail and
GARLAND
Roll By
Jean HARLOW
"WIFE vs SECRETARY"

MGM-TV *Gay deceiver*

THE BOYS

kept the customer a time longer within range of the sales pitch, who's to say it was time lost? Let's face it, a rack of transmitter gear can stand what charm is reflected by a winsome model nearby.

B•T prides itself on comprehensive convention coverage. As the cheesecake is a refreshing part of the convention week, it rates reporting.

PHILCO *Gams before gadgets*

KIN TEL *Demure demonstration*

SCREEN GEMS *The party's over*

HURRAY, HURRY... STEP RIGHT UP AND SEE THE BIGGEST TV SENSATION IN BIG TEXAS!
YOU CAN LASSO OVER 250,000 SETS IN 3 "TEXAS-RICH" MARKETS WITH 1 ECONOMICAL PURCHASE!
I WANT MORE DETAILS BUDDY!
CALL YOUR BRANHAM MAN... HE KNOWS THE MOST!
KDUB-TV LUBBOCK, TEXAS
KPAR-TV ABILENE-SWEETWATER, TEXAS
KEDY-TV BIG SPRING, TEXAS
TEXAS TELEVISION NETWORK PRESENTS the KDUB stations
CBS
President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "Buzz" Hassett

VIDEO BEST SALESMAN, SAYS TVB

WHEN a "salesman" is needed to bridge the void between manufacturer and customer, television is the medium that should be called in.

That was the gist of a presentation last Wednesday by the Television Bureau of Advertising during the NARTB Chicago convention. Norman (Pete) Cash, TvB president, assisted by George Huntington, assistant to the president and director of sales development, and Bill Colvin, director of station relations, told the television management conference that the visual medium should be the choice when compared to radio, magazines and newspapers.

A hypothetical example of a manufacturer interviewing each medium for a "salesman" opening was offered. Radio was analyzed first.

TvB said that in the last six years radio-value to the advertiser had declined 46% in value, while television had increased 73%. Comparisons of television and radio audiences from January 1952 to November 1956 were made to show how the visual medium gradually became dominant in different periods of the day.

"Radio has fallen from evening highs of over 12 million homes to present lows of under 5 million," it was said. "Afternoon [radio] has fallen four million.

"Television in the same period has increased during the average minute of the entire broadcast day by twice the number of homes radio lost," TvB said. "Television delivers over 9.75 million homes during the average minute—over 24.5 million homes during peak time."

TvB acknowledged that radio is cheap, but charged that radio's "favorite customers" are older homes, the people who have the least of most things and have small families.

"Even though his [radio's] cost per thousand sales calls is one of the lowest of national salesmen, his cost per thousand sales is a different picture," it was claimed. "When you talk cost per thousand you should always ask cost per thousand what?"

TvB termed radio as a salesman who has a "fine voice" but does his job in the dark. "That is, he doesn't actually go to the customers; he just sends his voice as though he called them on the phone," he said.

The presentation next analyzed how ads magazines prepare "compete with your ads for the reader's attention," TvB said, and they sometimes actually forget to sell your product as they concentrate on selling their own."

TvB pointed to magazines' "strange weather sense," e.g., attempting to sell sun lotions with part of the magazine circulation in cold areas and the converse case of trying to sell anti-freeze when many copies reach milder climates.

A contrast of television to magazines was offered. Tv delivers a personal sales message while the magazine "simply shows a picture of your product . . . shows a printed page of text and asks . . . 'Please read about my product.' "

It was noted that magazine space rates had reached an all-time high while circulation has gained only one-third in ten years.

Moving on to the next applicant for the "salesman" job, newspapers, TvB said that its cost per thousand to customers had increased 20% in the past six years while circulation has not increased correspondingly.

The failure of newspapers to penetrate suburban areas where an ever-increasing number of the population resides was noted. Thus, it was claimed, newspapers are not reaching "the lawn-mowing, soap-using, large-family, car-buying, cereal-eating, big-buying families."

On the other hand, television makes "completely obsolete yesterday's concept of the metropolitan market," TvB declared.

Another point in the TvB presentation was the penetration of tv's messages. Conceding that newspaper circulation is nearly 55 million a day while there are 41 million tv sets, TvB said that in terms of potential, "our newspaper salesman is the better man." However, TvB pointed out that while 103 million people read newspapers in the average day, 116 million watch television the same average day—a 12% better figure.

TvB referred to the 34 minutes spent daily by the average person with newspapers and the one hour and forty-five minutes daily spent watching television. Figures thus indicate that the advertiser should keep a three-to-one ratio for tv in allocating television time and newspaper space, he said.

In summation, the TvB presentation pointed out that television's delivered audience costs one-tenth that of newspapers, one-fourth that of magazines, and is a few cents more than radio—but with sight, plus sound, plus motion.

As further proof of tv's impact, TvB enumerated successful network advertisers and the 4,399 different advertisers in TvB's recent audit of spot advertisers [B•T, April 8].

AAP Plan Lets Stations In On Popeye Merchandising Money

A NEW profit-sharing plan giving stations part of the income from royalty payments on Popeye character products was announced Tuesday at the NARTB convention by Paul L. Kwartin, merchandising director of Associated Artists Productions.

Manufacturers of Popeye items originally licensed by King Features have licensed AAP to promote the merchandise in connection with individual station program promotion of the Popeye cartoon films. Stations will share equally with AAP in profits from such promotion items as shirts, records, books, banks, Popeye spinach and other products.

Participating stations devote a minimum number of program promotion announcements weekly to the plan. WPIX (TV) New York will be the first station to start the profit-sharing, Mr. Kwartin said. A similar profit-sharing arrangement will soon be started in conjunction with Warner cartoons.

What makes
a company
a good citizen*

If Michigan is your home state, chances are you have already seen this advertisement. Or, if you live in one of the other Midwest and Rocky Mountain states where Standard Oil Company (Indiana) products are sold, you may have seen an advertisement very much like it with the same straightforward information about what determines gasoline prices in your state. This is the type of factual, informative advertising so vital to development of a sound public understanding of the oil business and its products and services.

What Determines Gasoline Prices?

Many people may not realize the number of items involved in the price of gasoline.

GASOLINE TAXES. A typical price of STANDARD RED CROWN Gasoline in mid-Michigan is 23 4/10 cents a gallon excluding direct taxes. That's right! Only 23 4/10 cents! Direct state and federal taxes on gasoline total 9 8/10 cents—*equal to 42 per cent* of the price of the gasoline alone—bringing the price to you to a total of 33 2/10 cents.

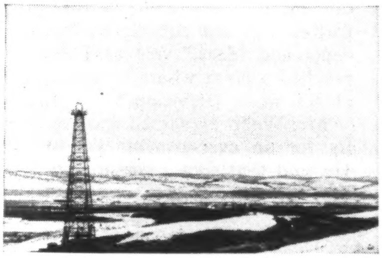
DEALER'S SHARE. The dealer, of course, knows that quality for quality he must meet competition to attract and hold business. At the same time, he must operate profitably to keep himself in business. To do so, he is entitled to a fair and reasonable mark-up, which is included in the 23 4/10 cents you actually pay for the gasoline itself. With this he supports himself and his family, pays his taxes and his help, pays for the many services he offers his customers. *He makes provision for all of these items in the few cents competition allows.*

OUT OF OUR PORTION of the 23 4/10 cents you actually pay for the gasoline itself, we find crude oil, transport it, refine it and then deliver the gasoline to your independent Standard Dealer. And money received from the sales of products enables us to pay the wages and salaries of our more than 51,000 employees, pay reasonable dividends to stockholders, and finance constant improvement in the quality of our products. For example, gasoline octane increases of the past 2 years added about 25 million dollars per year to our *continuing operating costs.* General wage increases of slightly over 4 per cent and 6 per cent in 1955 and 1956 increased our costs about 28 million dollars annually. *This total of about 53 million dollars over 1954 is a continuing annual cost,* and is expected to increase further during 1957.

Yet by almost any yardstick you apply, whatever necessity you compare it with, gasoline is one of your best bargains today. That goes for quality, it goes for service, and it goes for price.

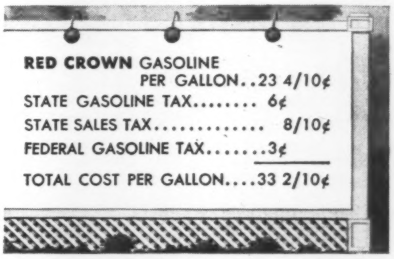
*** WHAT MAKES A COMPANY A GOOD CITIZEN?**

Well, one measure of citizenship is a company's frankness in discussing subjects that are of importance to its customers. Certainly price is such a subject. And we want you to know something about the many and complicated economic factors that determine the price of gasoline.



Our average cost of drilling an oil well in 1953 was about $80,000. Last year the average cost had risen to about $106,000. Many individual wells are more expensive, some costing upwards of $1 million.

More than 51,000 people earn their living at Standard Oil. They, like you, have had to meet higher living costs. And in the last 15 years, their wages and benefits have increased, on the average, 170 per cent.



RED CROWN GASOLINE PER GALLON	23 4/10¢
STATE GASOLINE TAX	6¢
STATE SALES TAX	8/10¢
FEDERAL GASOLINE TAX	3¢
TOTAL COST PER GALLON	33 2/10¢

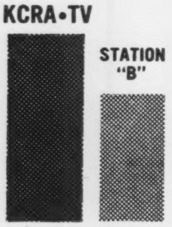
The taxes you pay on gasoline—equal to 42% of the cost of the gasoline itself—help to build and maintain Michigan's expanding highway system. You pay these direct taxes whenever you buy gasoline.

STANDARD OIL COMPANY (INDIANA) STANDARD

up to 46% more viewers per $ in KCRA·TV late movie

THE SENATOR
$

a few participations available in THREE STAR THEATRE



more viewers at a lower cost per 1,000 than the second competing late movie

- avg. arb 13.2*
- avg. arb share 59.4%
- first run movies from 20th century-fox, warner bros., columbia

*ARB, Sacramento, February 1957

Ask Petry about the *Highest Rated* NBC Station in the West.

KCRA·TV CLEAR 3 CHANNEL

SACRAMENTO, CALIFORNIA
Serving 28 Northern California and Nevada Counties

NEEDED: AUTO ADVERTISING ETHICS

- **NADA's Bell seeks radio-tv help in closing 'bazaars'**
- **Outler, Cobb, Webb, Hayes appear in radio session**

BROADCASTERS were exhorted last week to help auto dealers close the "oriental bazaars" and ethically utilize the $60 million placed annually in radio-tv by the dealers.

Speaking last Tuesday afternoon at the radio management session during the NARTB convention Rear Adm. Frederick W. Bell, executive vice president of the National Automobile Dealers Assn., pointed to the spectre of government regulation fostered by bad advertising practices.

The radio management sessions also heard John M. Outler Jr., WSB Atlanta and outgoing chairman of the NARTB Radio Board, who reported on radio's vigorous growth during the past year. Resumes of radio's year in local, spot and network were given by Grover C. Cobb, KVGB Great Bend, Kan., chairman of the NARTB Am Radio Committee; Larry Webb, managing director, Station Representatives Assn., and Arthur Hull Hayes, president of CBS Radio.

Adm. Bell lauded the radio broadcasters on their standards of practice set up in 1948 and termed as particularly impressive the emphasis put on "perpetuating the voice of individual freedom."

"As you know," he said, "there is a movement afoot to further inject the federal government into matters that I regard as purely local in character.

"The men I represent are, like you, a bulwark of individual free enterprise. They resent, and I hope you resent, any tendency toward a growing encroachment by government to restrict freedom of people, freedom of speech, freedom of the individual."

The NADA executive said that auto dealers were removing themselves from some of the "razzle-dazzle and latter-day Barnum techniques" that had become identified with automobile retailing in the post-war period.

"And may I suggest," he chided, "that some of you have been all too willing accomplices in perpetuating techniques and practices for which none of us is proud."

Keep the Lunatics Apart

Saying, however, that only a minority in his industry was responsible for such practices, Adm. Bell said "I cannot, therefore, blame your lunatic fringe for keeping company with ours."

"But," he added, "I can and do urge the vast majority of your industry to join with the vast majority of mine in restoring public confidence and trust and faith in both of our industries in the manner in which we sell and advertise a national necessity."

Adm. Bell specified particular types of bad advertising such as indicating to the public that new automobiles were available on "you-name-it" down payments and terms, distress merchandising that implied dealers were overstocked or in need of cash.

"To all of this hoax some of you gave enthusiastic assistance," he said.

Mr. Outler reviewed the past year in radio when the medium gained $35 million in net time sales over 1955 to chalk up $486,899,000 in 1956. Outlining his radio stewardship with NARTB, he pointed to the advances that had been made in the membership drive, the intensified relationship with state broadcasting associations and progress made in the effort to implement and vivify the radio standards of practice.

As of March 22, Mr. Outler said, there were 1,375 am members, 328 fm members and the four networks.

A high point of the state association relationship was the formation of a "freedom of information" committee in each, he said. He also referred to Herbert Hoover's "red lanterns back in the early twenties" when the then-Secretary of Commerce warned broadcasters at their first meeting that self regulation was the only safeguard against government intervention.

Still Valid Beacon

"It remains a valid beacon today," Mr. Outler reminded. "Restrictive though some of the rules and laws under which we live may seem to be, radio broadcasting enjoys a generous latitude of operation."

Many of the "so-called" restrictions were prompted by the "cupidity and sharp practices of a broadcaster here and there," he charged.

Mr. Outler lauded the entire NARTB and the radio board and cited such accomplishments as issuance of a revised political catechism for broadcasters, the engineering handbook, co-sponsorship with the Dept. of Agriculture and the radio farm directors of the first Farm Broadcasting Day, the association efforts toward amending rules relating to mechanical reproductions, and work of the Washington staff in support of the contention that small market stations be exempted from overall provisions of the wage and hour acts.

Mr. Cobb spoke of renewed programming activity in radio, saying, "We no longer are dusting off programs of the thirties and forties, but are coming up with new concepts and ideas." He said that radio had reached a point where it no longer "flinched at the word television."

Mr. Webb explained spot radio's flexibility for an ever-growing list of advertisers. He said that spot radio in the first quarter of 1957 was up 25% over the same period in 1956. Total spot radio in 1957 should exceed 1956 by $20 million, he added.

Mr. Webb presented case histories of successful spot radio users. He stressed Chock-Full-O-Nuts, which in nine months put its new coffee brand third in sales in its markets by use of spot radio.

The SRA head stated that spot radio reaches the people who actually buy the products. "We give the youngsters to television," he added.

Mr. Hayes, final speaker on the panel, emphasized three criteria for radio activity: "Does the proposed activity render better

Government always shrinks a dollar

The only way any government can get money is by taking it from you in the form of taxes. A government doesn't manufacture or mine or farm, for profit. It has no way of earning money.

It can only tax.

Then government has to pay its own employees before it gives the money back to you—shrunken.

This simple truth is overlooked when any group asks the federal government to finance its pet project.

Yet there is a growing trend to ask the government to finance all kinds of things—our electric power, our schools—to subsidize this group or that group. Even, among extremists, to operate manufacturing plants.

But whenever the government finances something for you, *you* pay for it—through taxes—with your own dollar that has inevitably been shrunk.

The standard of a nation's living has never been raised by high taxation. It is raised by increasing productivity—a management contribution to society.

REPUBLIC STEEL

GENERAL OFFICES • CLEVELAND 1, OHIO

service to the public? Does it mean more business? Will it get more audience?"

The CBS Radio president pointed out assets of network radio as well as the intangible assets of good will, prestige and reputation. "Our greatest intangible asset," he added, "is the audience, and our largest and most loyal audiences listen to network radio programming week in and week out."

Mr. Hayes said that radio was in 97% of the American homes with 2½ to 3 sets per home and an average of 2½ to 3 listening hours per day. "Because of this and because of the listener franchise," he said, "we are able to deliver an audience for the advertiser's message at a lower cost than radio has been able to do in the past."

"Radio," Mr. Hayes concluded, "once saw seven fat years. Then it saw what many thought were seven lean ones. Now certainly, it looks like seven—and more—fat ones again."

The Tuesday sessions were opened by John F. Meagher, NARTB vice president for radio, who presented Herbert L. Krueger, WTAG Worchester, Mass., co-chairman of the convention committee.

LABOR ARBITRATOR'S VALUE CITED

VALUE of arbitration in solving collective bargaining disputes was cited last Tuesday to broadcasters at the annual NARTB labor clinic in Chicago.

Principal speaker was Peter E. Seitz, arbitrator and consultant, who formerly was vice president for labor relations at Leibmann Breweries, general counsel of the Federal Mediation and Conciliation Service, director of industrial relations of the Dept. of Defense and director of disputes of the National War Labor Board.

Mr. Seitz emphasized methods for the best use of arbitration, mediation and human relations "gimmicks" in settling disputes. He noted that the operational nature of broadcasting makes some segments of radio-tv particularly vulnerable to strikes. Therefore, he said, it may be that when collective bargaining fails, the only alternative to capitulation is arbitration.

Union negotiators often will accept arbitration in an eleventh-hour deadlock, Mr. Seitz told the broadcasters. "Although there are exceptions, they are usually as much interested in the profitability of your enterprise as you are," he said. "They may not tell you so and they seem to behave as though they are not, but remember they are playing character roles just as you are."

Mr. Seitz added that union demands are always pitched at levels above what might be regarded as fair and attainable and that these negotiators, too, "need a way out."

When arbitration is accepted as the proper course, Mr. Seitz said, then the employer should exert himself to negotiate the standards to be employed by the arbitrator. "There is no Mosaic commandment that says if you go into arbitration, you must go with a wide-open case, trusting to the unchanneled and unguided discretion of the arbitrator," the clinic was told.

Mr. Seitz elaborated on the areas that should be negotiated before the arbitrator takes the case: (1) What rate increases in fringe benefits should be measured against, (2) rates and conditions in the community and industry or in other branches of the company, (3) should rates be geared to cost of living and (4) the factor of how much can be paid.

Once arbitration is decided upon, broadcasters should as a matter of self-interest accept the decisions of arbitrators with good grace, Mr. Seitz said, citing long-range effects that could come from negative reactions of the broadcaster.

"Violent diatribes against the arbitrator only tend to fortify the convictions that the company is unreasonable and autocratic," he said.

Don't expect the arbitrator to perform feats of magic, Mr. Seitz cautioned. "A good mediator's only equipment is a personality that is sensitive to the feelings and thoughts of others, a reasonable amount of intelligence, and a good deal of experience in the subject matter and stuff of management-union contracts."

Mr. Seitz warned that too much faith should not be placed in human relations "gimmicks," alluding to the research of social scientists in attempting to categorize the behavior of the American employe. These studies may have value, he said, "but most of the human relations programs being sold to industry are founded more on the instincts of hard-sell salesmen who divise them than upon the findings of researchers."

The labor clinic, conducted by Charles H. Tower, manager of NARTB's employer-employe relations department, opened with a presentation by James Hulbert, assistant to the manager, employer-employe relations department, and Harold Ross, NARTB labor consultant.

Mr. Ross discussed a systematic approach to wage bargaining, listing five criteria which the broadcaster should establish in preparing his position in response to pay increase demands.

The five points: (1) wages paid by comparable stations, (2) wage trends in recent broadcast negotiations, (3) cost of living changes, (4) productivity changes and (5) ability to pay.

Mr. Hulbert discussed the cost impact that

BOLLING TELLS IT WITH TELL

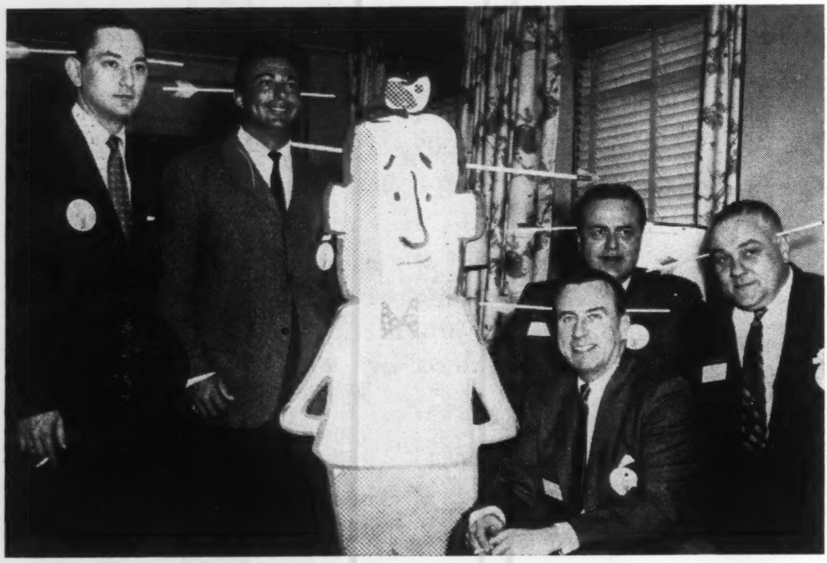
A WISTFUL sort of character has caught the fancy of the Bolling Co., station representative. Last week, with apple on his head and an arrow through his temples, the caricature made the rounds of the NARTB convention in Chicago.

This is the same fellow—slightly bald, a bit wide at the waist and sporting a bow tie—that has appeared on Bolling greeting card mailings to agency executives and others in the trade, marking "Happy William Tell Day" and "Happy Ground Hog Day" (in February).

But it's in Chicago that he really got around—on matchcovers, ashtrays, buttons, coasters, napkins and matchcovers—at nearby taverns, smoke shops, hotel lobbies, the Bolling suite etc.

As part of its merchandising campaign built around William Tell, Bolling circulated reprints of a B•T ad (April 1) that gives "the moral of this story": "a low blow gets no dough. Aim higher with us."

Bolling salesman left William Tell matches and great numbers of the novelty arrows with agency buyers throughout the country.



ONE of the more provocative promotions during the convention was "arrow-through-the-head" giveaways, part of a teaser promotion campaign by The Bolling Co., station representation firm. Delegates took away better than 4,000 of the trick arrows, demonstrated by (left to right) Mort Barrett, Robert Bolling, John Bolling (front), John D. Stebbens and Dick Swift, all of the Bolling firm.

confronts stations when shorter work schedules necessitate added personnel and disproportionate overtime pay.

Three station executives—Gil Paltridge, KROW Oakland, Calif.; Robert Runnerstrom WMBD Peoria, Ill.; and William Grant, KOA-AM-TV Denver—recited recent case histories of their stations in union negotiations.

Mr. Paltridge explained how Bay Area stations banded together earlier this year to successfully negotiate a new contract with engineers there.

AMST WARNS AGAINST 'DRASTIC' TV SHIFTS

• Wants TASO Results First
• Jennes Outlines Position

AN IMPLIED warning was sounded last week by the Assn. of Maximum Service Telecasters against making any "drastic" changes in television allocations pending completion of the research study underway by Television Allocations Study Organization. AMST's position was adopted at a membership meeting in Chicago during the NARTB convention.

The AMST viewpoint was expressed by Ernest W. Jennes, Covington & Burling, Washington, general counsel to the association, in his report to the membership: "Through TASO, the FCC is virtually committed to the proposition that there should be no drastic changes in allocations until the facts are obtained." This means, Mr. Jennes explained, no reduction in mileage separations, no deletion of the table of allocations, no "degradation" of existing tv station coverage.

At a television management conference at the convention, Dr. George R. Town, TASO executive director, estimated that the organization would complete its studies in about one year's time. TASO was organized at the behest of FCC Chairman George C. McConnaughey, and is sponsored by AMST, NARTB, Radio-Electronics-Television Manufacturers Assn., Joint Council on Educational Tv, and the Committee for Competitive Television.

Referring to reports that the military covets chs. 2-6 [B•T, April 1], Mr. Jennes termed them "very real." He added: "We promise those who wish to purloin the tv channels that they are going to have a real fight on their hands if they try seriously to take them away. We do not believe this threat is immediate. It is, however, very real and we must all be vigilant. . . ."

He warned that if chs. 2-6 are withdrawn from television service, "there is a very real question whether the vhf service would remain at all." Chs. 7-13 broadcasters cannot "afford to breathe a sigh of relief because only chs. 2-6 are being suggested for elimination," he added.

The FCC's announcement two weeks ago that it was undertaking a study of allocations between 25 mc and 890 mc [B•T, April 8] gives broadcasters an opportunity to insist that the military be made to justify that portion of the spectrum they now use, Mr. Jennes suggested.

Mr. Jennes iterated the viewpoint that

In case there's a small doubt in your mind as to who's on first in mid-Ohio, it's WBNS Radio. We have listeners who are positive about their favorite station, and they have $2,739,749,000 to spend. They and Pulse place us first in any Monday-thru-Friday quarter-hour, day or night. Ask John Blair.

WBNS RADIO
COLUMBUS, OHIO

TOP POWER 13
WAAM
TELEVISION HILL
BALTIMORE
SYMBOL OF TELEVISION SERVICE IN BALTIMORE
MARYLAND

316,000 WATTS
Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.
New York, Chicago, San Francisco

WAAM-13

The Champ Is Still Champ!

4 OF 5 TOP NIGHT-TIME SHOWS

You say that's not enough? Then how about 20 out of 35 top night-time shows? (Nov. '56, A. R. B.)

CHAMP IN THE DAY-TIME, TOO!

16 of top 25 week-day strips . . . including Buckskin Bill, whose top rating is a full 7 points above the No. 2 daytime show. If you want a breakdown. . . .

8 OF 10 TOP MORNING SHOWS

and 8 of the top 15 afternoon shows, for a clean-sweep victory, morning and afternoon.

6 WINNERS IN NATIONAL CONTESTS

WAFB-TV is tops in merchandising, too. Four firsts, one second, and one "top four" in these shows; 1956-57 "Frank Leahy Show" . . . "The Millionaire" . . . "Screen Gems Programs" . . . "Lucy Show" . . . 1956 Billboard Promotion . . . 1955-56 "Frank Leahy Show" . . . six more reasons for you to sell more in Baton Rouge on WAFB-TV.

WAFB-TV

CBS ABC

First in TV in Baton Rouge

Reps: Blair TV Assoc.

not only must present vhf mileage separations be maintained, but that uhf must be considered an integral part of television. Although the FCC has suggested that the allocations problem might be solved by moving all television, or a large geographical area, to uhf, Mr. Jennes repeated the AMST position that no action be taken until the TASO findings are in.

More than 100 stations were represented at the AMST meeting. Representatives also heard reports from Jack Harris, KPRC-TV Houston, president of AMST; Lester W. Lindow, executive director and Howard Head, A. D. Ring & Co., Washington, consulting engineers.

Mr. Harris called for organizational support. "If we do not maintain this organization and strengthen it and devote to its good purposes the financing it requires, we stand in jeopardy as broadcasers and we sacrifice to a great degree the interests of those respected publics which we serve." He reported 115 members, with a goal of 200 eligible stations. He informed the members that 80% of AMST's funds are being devoted to its engineering fact-finding study.

AMST's board was increased from 15 to 20. Re-elected were Mr. Harris as president; Charles H. Crutchfield, WBTV (TV) Charlotte, first vice president; Don Davis, KMBC-TV Kansas City, as second vice president; Harold Gross, WJIM-TV Lansing, Mich., secretary-treasurer, and the following incumbent board members: Ken Carter, WAAM (TV) Baltimore; C. Howard Lane, KOIN-TV Portland, Ore.; John H. DeWitt Jr., WSM-TV Nashville; Harold Hough, WBAP-TV Fort Worth; P. A. Sugg, Gaylord stations; Robert D. Swezey, WDSU-TV New Orleans; David M. Baltimore, WBRE-TV Wilkes-Barre, Pa.; Harold Stuart, KVOO-TV Tulsa; J. Joseph Bernard, WGR-TV Buffalo; Payson Hall, Meredith stations; John S. Hayes, WTOP-TV Washington.

New board members elected were Mr. Lindow; Ward Quaal, WGN-TV Chicago; Carter M. Parham, WDEF-TV Chattanooga; Lawrence H. Rogers II, WSAZ-TV Charleston, W. Va., and Joseph E. Baudino, Westinghouse Broadcasting Co.

Town Extends Hope TASO Work May Be Largely Done in Year

HOPE that "a major portion" of the work of the Television Allocations Study Organization will be completed within a year was held out to the NARTB convention last week by Dr. George R. Town, TASO executive director.

TASO was set up at the request of FCC by five tv and tv-related associations to make a comprehensive study of engineering factors affecting television allocations. It commenced work the first of this year.

Speaking at the convention's tv management conference Tuesday afternoon (stories, page 00), Dr. Town pointed out that TASO's five basic panels have been formed and now are at work, consisting of 131 engineers from 67 organizations serving as members, alternates or observers.

He emphasized TASO's awareness that FCC (1) needs comprehensive and accurate engineering information on which to base tv allocations decisions, and (2) needs it at the earliest possible date.

ABBREVIATIONS

EACH of two major speakers lost two years out of American history in NARTB convention presentations last week. President Harold E. Fellows opened his Wednesday luncheon talk with the disclosure that "anyone in this audience who is 35 years old shares a common birth-year with the American system of broadcasting." Mr. Fellows ignored two months of 1920 broadcasting, starting with the Nov. 2 Harding-Cox election returns on KDKA Pittsburgh, and a full year of regularly scheduled broadcasts by a number of stations in 1921.

Arch N. Booth, executive vice president of the U. S. Chamber of Commerce, made this comment at his Thursday luncheon speech, "Today we have more than 169 million people in America. Twenty years from now—by 1975 . . . we will have 228 million." Official Census Bureau population estimates passed the 170 million mark last winter, and it's only 18 years until 1975.

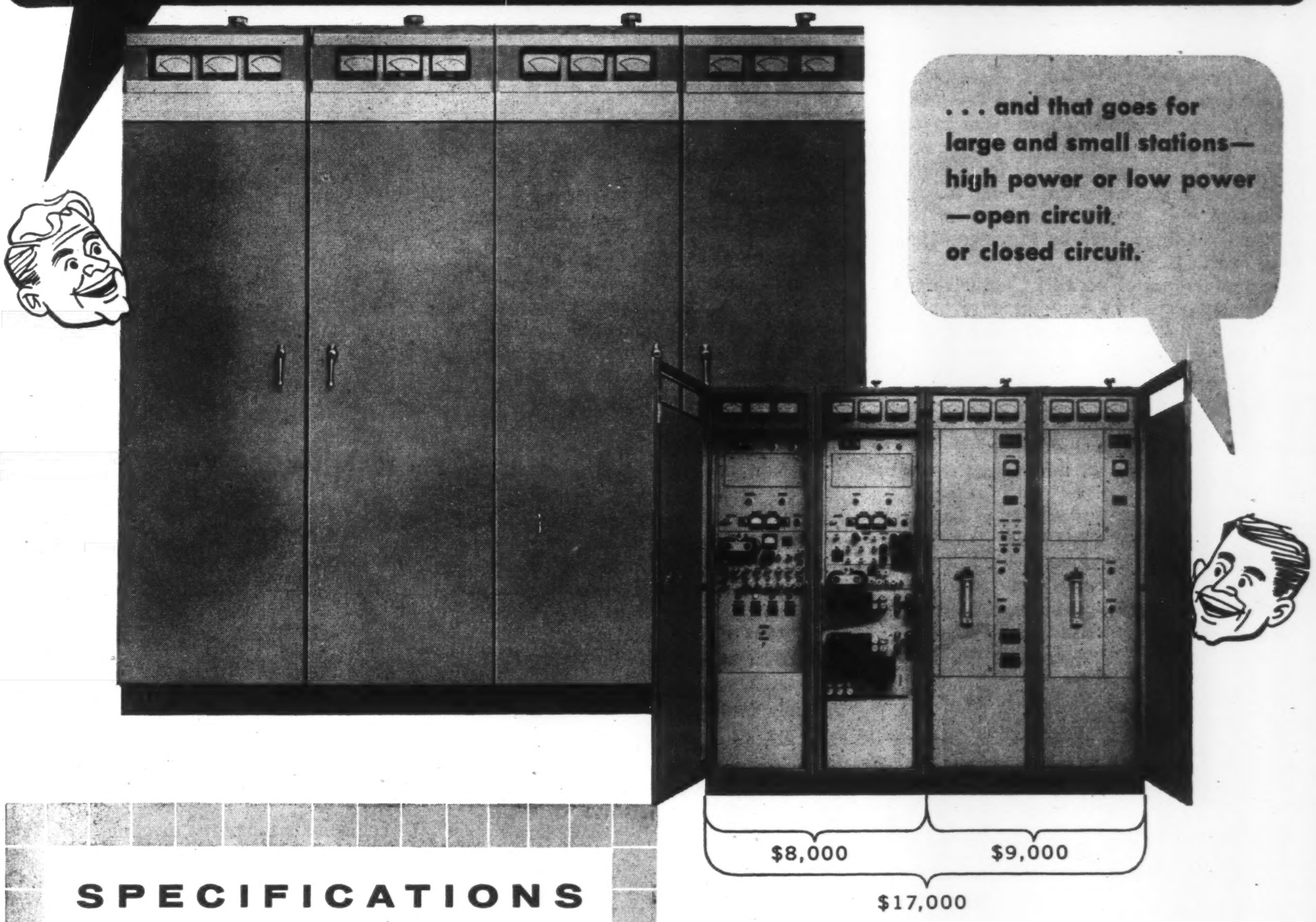
Dr. Town pointed out that Panels 1 (transmitting equipment) and 2 (receiving equipment) are confronted with the task not only of determining predictable performance of current uhf and vhf transmitting and receiving equipment, but of predicting the performance which may reasonably be expected of such equipment five or ten years from now.

Among the Panel 3 (field tests) and Panel 4 (propagation) problems, he reported, is that of determining how field strength can be measured consistently, reliably and economically, and then of how such measurements are related to the quality of the picture viewed on a receiver. Panel 5 (analysis and theory) has the assignment of analyzing information obtained by the other panels and fitting the data into a consistent overall pattern that will permit the establishment of propagation curves and standards of acceptable service in uhf and vhf.

Dr. Town felt it "significant" that groups representing such diversified, and to some extent divergent, interests as those engaged in the TASO project were willing to work together toward solution of the allocations problem.

TASO is sponsored by the Assn. of Maximum Service Telecasters, the Committee for Competitive Television, the Joint Council of Educational Television, the NARTB, and the Radio-Electronics-Television Mfrs. Assn. Members of its panels represent manufacturers, networks, stations, engineering consultants, educational institutions, and government agencies. The companies for which they work pay the expense of operating the panels, while the five sponsoring organizations underwrite the administrative expenses of TASO.

TARZIAN HAS DEVELOPED AND OFFERS EQUIPMENT TO MEET VARIED REQUIREMENTS OF ALL TV STATIONS


. . . and that goes for large and small stations—high power or low power—open circuit or closed circuit.
$8,000
$9,000
$17,000

SPECIFICATIONS

Electrical Characteristics

	VISUAL	AURAL
Emission	A5	F3
Frequency Range	Channels 2-13	Channels 2-13
Rated Power Output	250 Watts Peak 1 KW Peak	125 Watts 600 Watts
RF Output Impedance	50/51.5 ohms	50/51.5 ohms
RF Output Connection	⅞" Flange	⅞" Flange
Carrier Frequency Stab.	±1 KC	±4 KC
Input Impedance	75 ohms	600/150 ohms
Input Level	1-2.5 volt p-p	±10±2dbm

POWER REQUIREMENTS: 220v AC Single Phase
3 WIRE grounded neutral

Typical of the Tarzian product line is this 250 watt transmitter. The visual portion of the transmitter is designed to deliver a standard AM signal of 250 watts peak power, when a composite video signal is fed to the visual transmitter input. With the aural portion, the equipment makes up a complete 250 watt television transmitter, the output of which—after diplexing—may be fed into a suitable television antenna. Transmitter can be used—without modification—as the driver for a 1 KW transmitter, and in addition, the 1 KW transmitter can be used as a driver to go to higher power.

Sarkes Tarzian can supply you with a complete low power Television Station for less than $45,000. Write for our new 1957 catalogue of complete broadcast equipment. Or, better still, visit our plant; see the equipment in operation, and get complete details first-hand.

Sarkes Tarzian, Inc.
BROADCAST EQUIPMENT DIVISION
Bloomington, Indiana

AMPEX SHOWS VTRs, DEMONSTRATES CLAIMS

BROADCASTERS got their first collective look at Ampex video tape recorders in demonstrations under field conditions at the NARTB convention last week.

Ampex described the showings, conducted in cooperation with ABC-TV, as loosening the "noose" around perennial DST problems, utilizing three VTRs in the Chicago Daily News Bldg.

Ten prototype models have been in use at major networks the past five months, utilized in varying patterns and for different purposes. Ampex hopes to deliver its first production unit by November and deliver a 100-plus VTR backlog by May-June 1957 [B•T, April 1].

Representatives of networks, affiliates and independent operators saw three recorders (VR-1000) in action—one for closed circuit recording and nearly instantaneous playback, a second picking up programs from ABC's o&o WBKB (TV) Chicago and a third for playback to point up interchangeability of tapes. Companion monitors in a separate studio were set up to demonstrate company claims.

NARTB delegates saw first-hand how an Ampex unit can record studio or actual programs and reproduce them within a relatively short span of seconds. They witnessed interchangeability of tapes among three units and observed the relative ease-of-handling in connection with threading and dubbing, much as with audio tape.

Interchangeability took four tacks:

(1) Plain recording and playback.

(2) Playback, followed by processing of a tape copy, played on a second unit.

(3) New sound track developed from the original tape (separation of audio for rebroadcast) on one VTR emerging on another.

(4) Emergence of a tape from an initial machine on still another model.

Quality of definition at the demonstrations, held April 7-10 from 6 to 10 p.m., was uniformly impressive, illustrating the superiority of video tape over film and, particularly, kinescopes.

Demonstrations also seemed to buttress Ampex claims it has refined the original prototype model shown at last year's NARTB convention to the extent of alleviating "wobble" and other defects.

Confidence that VTRs will move once production bottlenecks are licked and tape manufacturers turn out product with which they are satisfied was expressed Monday by Howard A. Chinn, chief engineer, audio-video division, CBS-TV engineering dept., in a paper during the NARTB engineering conference. And when more VTRs become available, he added, there will be more techniques possible with them.

Right now, he asserted, sources of supply are a problem, "to put it mildly," but manufacturers are working on difficulties.

Ampex has reorganized to accommodate expected heavy business, creating a new professional products division for production and sales of equipment for broadcasting and professional recording industries effective May 1. The division will service broadcasting stations, recording studios and tape duplication centers, marketing VTRs (and including, eventually, color models), time delay systems, high-speed duplication systems, studio recorders, portable recorder and monitor-amplifier-speakers. Ampex hopes to break out with a color model within 18 months [AT DEADLINE, April 8.]

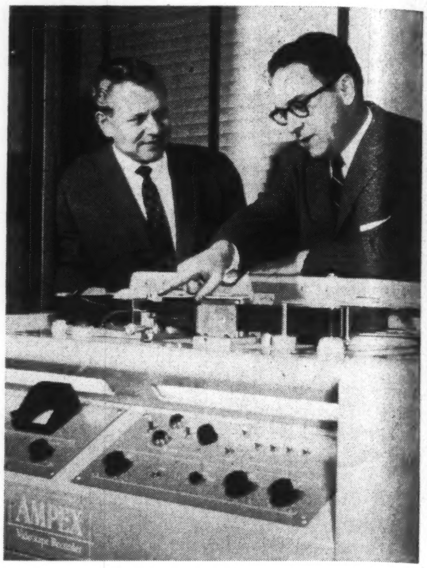
Consumer activity in high fidelity and other products will be centered in a newly-formed subsidiary, Ampex Audio Inc.

McNaughten to Spearhead Ampex Videotape Activities

NEAL K. McNAUGHTEN, for the past four years manager of market planning for RCA's commercial electronics division and previously NARTB engineering director, has been appointed manager of Ampex Corp.'s newly-formed Professional Products Div., spearheading the company's video tape recorder and other commercial tape recording activities.

The announcement was made Tuesday during the NARTB convention by Philip L. Gundy, vice president and audio division manager of Ampex Corp. He said selection of Mr. McNaughten reflected the company's decision to "concentrate heavily in the television, radio and professional recording industry. Mr. McNaughten assumes his new duties at Ampex's offices in Redwood City, Calif., on May 1, 1957.

Mr. McNaughten will direct development, marketing and engineering of all commercial tape recording products, as well as lead the direct-to-consumer selling program planned by the new division [AT DEADLINE, April 8].



NEAL McNAUGHTEN (r), recently named manager of the professional products division, Ampex Corp., discusses features of the Ampex Videotape Recorder with Phil Gundy, manager of Ampex's audio division.

Quality Names Sales Committee To Make Presentations in Fall

SALES and promotion committee has been appointed to prepare a selling presentation for Quality Radio Group for the fall season.

The committee was appointed by Ward L. Quaal, vice president and general manager of WGN-AM-TV Chicago and president and chairman of Quality, after a presentation by Scott McLean, eastern sales manager of Crosley Broadcasting Corp. The committee will include Mr. McLean; Ben Berentson, eastern sales manager of WGN-AM, and John deRussy, WCAU Philadelphia. Representatives of some 17 Quality stations held a breakfast meeting Monday during the NARTB convention.

On the basis of Mr. McLean's report and personal contacts, Mr. Quaal reported encouraging sponsor interest in terms of QRG programming and audience-advertiser acceptance. The plan now is to equip 22 Quality station members with sales tools and urge them to sell advertisers on the basis of their individual and group operations. Clients will be offered programs on a minimum 10-station lineup.

Quality Radio Group, comprising several 50 kw 1-A and 1-B outlets on clear channels, plus regionals, has been "semi-dormant" in recent months, but expects to obtain support from advertisers interested in attractive audience, programming and coverage advantages. The organization has been operating without benefit of a paid director during an acknowledged transition period.

Officers attending the meeting in the Conrad Hilton Hotel Monday included Mr. Quaal; W. H. Summerville, WWL New Orleans, vice president, and William D. Wagner, WOC Davenport, Iowa, secretary-treasurer.

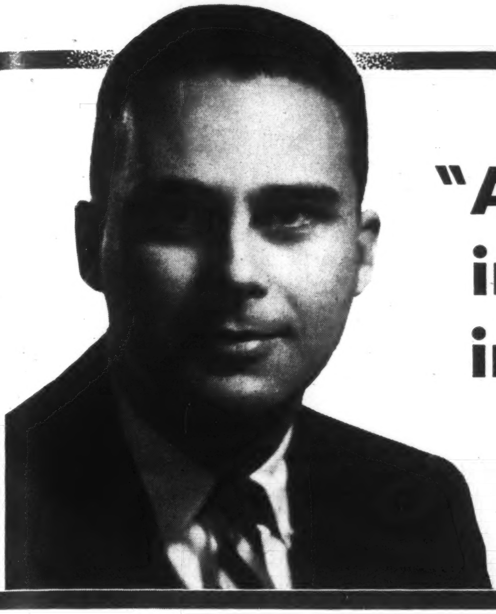
Society of Tv Pioneers Organized at Convention

THE Society of Television Pioneers, conceived solely for "fraternal and gastronomical" purposes, was formally launched last Monday during the Chicago NARTB convention.

W. D. (Dub) Rogers Jr., president of Texas Telecasting and chairman of the organizing committee [B•T, March 25], presided over the session that drew a capacity crowd of nearly 300.

For the present, Mr. Rogers said, membership will be limited to those in tv prior to the allocations thaw of 1952. Active memberships will be restricted to station and network executives. Associated memberships will be for allied organizations, such as NARTB and the Television Bureau of Advertising.

A motion was unanimously carried that the organization committee be named *en toto* as the temporary board. The members, in addition, to Mr. Rogers, are Campbell Arnoux, WTAR-TV Norfolk, Va.; George M. Burbach, KSD-TV St. Louis; John E.



"Ad Age is the most important publication in advertising . . ."

says **RICHARD J. KEEGAN**
Vice-President
Bryan Houston, Inc.

"I have Ad Age delivered at home where I can grab it the moment it arrives and pour through it from cover to cover. I cut and clip vital pieces of information for routing through my account groups, and for storing away in my files for future reference. The quality and contents of AA more than justifies its existence in my mind."

RICHARD J. KEEGAN

Mr. Keegan began his career as a trainee in the advertising-sales executive development program of Vick Chemical Company, where he sold proprietary drugs and cosmetics throughout the south and northeast. In 1950, he joined the product group as a merchandising man. After a year, he shifted to product manager on cold remedies. In 1952, he joined the Sherman and Marquette Advertising Agency as account executive. When the agency incorporated as Bryan Houston, Inc., he was one of the original stock holders, and in 1955 became vice-president and account supervisor on the Colgate-Palmolive account. Mr. Keegan is currently chairman of the Agency-Guidance Teacher Conference of the 4 A's New York Council.

Whether or not Ad Age ranks as the most important publication to *all* the people who are important to you, it's a safe bet that it's important to *more of your important prospects* than any other advertising journal. For only in Ad Age can they get the latest news in this fast-moving business—only in Ad Age can they get this week's analyses of current trends and developments that affect next week's decisions. It's Ad Age's unique delivery of all three, wrapped in a dynamic presentation that makes it so important to those who *influence,* as well as those who *activate* major market and media decisions.

Bryan Houston, for example, ranks among the top agencies in importance to broadcast media. Ranking #28 among the top agencies in broadcast in 1956, Bryan Houston placed some $10,800,000 in radio-tv billings.* Among its important-to-broadcast accounts are such prominent advertisers as The Nestlé Co., Pabst Brewing's biochemical and feed supplement division, and Colgate Palmolive Co., where Bryan Houston handles Cashmere Bouquet Soap, Colgate Shave Cream, Ajax Cleanser and Veto deodorant.

Every week, *15 paid subscription copies of Ad Age* get intensive readership in the homes and offices of B-H executives. *Further, 85 paid subscription copies* get read, routed and discussed among decision-makers in its accounts mentioned above.

Add to this AA's 37,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 10,000 agency people alone, its intense readership by top executives in national advertising companies, its unmatched total readership of over 141,000—and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

**Broadcasting-Telecasting 1956 Report.*

ABC ABP NBP

Advertising Age

1 Year (52 issues) $3

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
400 LEXINGTON AVENUE • NEW YORK 17, NEW YORK

'WAY OUT
IN FRONT!

ONLY
WSAZ-TV
COVERS
THE
HUNTINGTON-CHARLESTON
MARKET

NIELSEN: NCS #2 1956
% PENETRATION OF COUNTIES IN COVERAGE

	WSAZ-TV	STA. B	STA. C
100% COVERAGE COUNTIES	21	1	1
MORE THAN 75% COVERAGE COUNTIES	45	21	5
MORE THAN 50% COVERAGE COUNTIES	56	30	15
TOTAL COUNTIES COVERAGE	69	50	22

ARB: 8 out of TOP 12*
*February 1957

WSAZ-TV
CHANNEL 3

HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WKAZ, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

Fetzer, WKZO-TV Kalamazoo, Mich.; Glenn Marshall, WMBR-TV Jacksonville, Fla.; Clair R. McCollough, WGAL-TV Lancaster, Pa.; Richard H. Rawls, KPHO-TV Phoenix; Clyde W. Rembert, KRLD-TV Dallas; P. A. Sugg, WKY-TV Oklahoma City, and Harold Hough, WBAP-TV Fort Worth.

Novik Sees Fm Success In Strong Programming

FM BROADCASTERS can build their audiences and business by strong programming, NARTB delegates were told Monday afternoon at a special fm panel meeting in Chicago.

M. S. Novik, consultant and part owner of WOV New York, predicted fm stations will be successful "except where they merely want to make a fast buck." Mr. Novik spoke from the floor during a panel-delegate discussion, with Edward A. Wheeler, WEAW-FM as moderator. Mr. Wheeler is chairman of the NARTB Fm Radio Committee.

George J. Volger, KWPC-FM Muscatine, Iowa, said fm stations "are finding levels of interest and reasons for being on the air in different areas." Replying to suggestions that low-cost fm sets were harmful to the medium, he said in some markets the fm stations carry sports. Listeners thus hear programs they often can't get anywhere else. This stimulates a desire for better sets for quality reception of fm musical programs, he contended.

Gardiner G. Greene, head of Browning Labs, which makes background music equipment, said the company is developing a device to make any tv set an fm-band receiver [CLOSED CIRCUIT, April 8]. The gadget is attached between the lead-in and the antenna connection, he said, and probably will sell for around $20 each at the factory on the basis of a 10,000-20,000 run.

Much attention was devoted to the technical problems confronting multiplexing. Sam Gersh, WFMF (FM) Chicago, said several manufacturers have good multiplexing gear but conceded the transmitting antenna system "was vulnerable."

Frank Silvernail, BBDO timebuyer, said the agency has given up on fm except for Rural Radio Network, in New York state, because so many stations duplicate programming. He said the agency has found the average person doesn't know whether he is listening to am or fm.

Ray Stone, timebuyer of Maxon Inc., suggested fm information be coordinated and brought together. He felt national advertisers and agencies don't want to use fm on the basis of the information they have at hand.

FCC Comr. Robert T. Bartley, at one time fm director of the old NAB, said, "Fm is like a cat with nine lives." He added, "It's a pleasure to tune an fm dial in Washington." He anticipated a hearing on the 25-to-890 mc portion of the spectrum within the next 30 or 40 days.

E. K. Hartenbower, KCMO-FM Kansas City, said 24% of radio homes, or 74,000, have fm in the area. He explained "56,000 use them but the rest don't know they have fm in their sets." NARTB's research committee, of which he is chairman, is trying to get an fm question in the 1960 census, he said.

Raymond S. Green, WFLN (FM) Philadelphia, noting the increase in fm station applications, posed this rhetorical question, "Why are they applying for these channels?" He noted a 38% fm radio-home saturation in the city, with 80% of sets used regularly.

Harold I. Tanner, WLDM (FM) Detroit, said Philco is interested in fm auto receivers. He told of reports that Motorola is designing an fm auto set for Lincoln-Mercury. Leonard Ashbach, Majestic International, told of the growing sales of foreign sets. Ben Strouse, WWDC-FM Washington, cited a Pulse survey showing 41% of Washington homes with fm, two-thirds of which are used in a week.

Chairman Wheeler, whose WEAW and WEAW-FM have separate rates, said P. Lorillard has just bought a contract, insisting on getting fm with the order.

Tv Management Told Organization Basics

THE basic principles—and the importance—of sound organization planning and direction engaged telecasters at a panel session of the NARTB convention's tv management conference last Tuesday.

John S. Hayes, president of the broadcast division of *Washington Post & Times Herald* (WTOP-AM-TV Washintgon, WMBR-AM-TV Jacksonville. Fla.), and Lawrence H. (Bud) Rogers II. vice president and general manager of WSAZ-AM-TV Huntington, W. Va., joined two experts from outside fields—Samuel L. H. Burk of the National Assn. of Mfrs. and Donald R. Booz of Jewel Tea Co.—in outlining objectives and methods in setting up an organizational chain of command.

Mr. Burk, NAM's director of industrial relations, spelled out these basic principles:

1. Knowledge of people, their abilities and weaknesses, and assigning them accordingly.
2. Coordination: Proper coordination is based on authority. People resent being "bossed," but most of them "seek leadership," which should serve as the avenue for exercising authority. Discipline can be imposed through rewards and sanctions, but the most effective discipline comes through "precept and example."
3. Grading: Setting up different levels of authority and responsibility so that work may be delegated efficiently and top management freed for top-level problems and policy decisions.
4. Specialization: Although there is a danger in over-specialization, people enjoy—and should be assigned to—jobs calling on their highest capacities.
5. Staff services: They should be planned so that specialized functions are performed by specialists in that field, while functions common to different operations may be handled by a common staff."

Mr. Booz, asked to cite symptoms of a poorly run organization, said one of the first is a smaller return on investment than is

You catch it all so perfectly on . . .

ANSCOCHROME 16 mm PNI

Your color TV work rings with quality when you work with *Anscochrome 16mm PNI.* Why? Because remarkable Anscochrome is the only 16mm reversal color film made with a normal exposure index of 32, easily pushed to 125 in processing!

In much less light than demanded by traditional film, you get true, natural color . . . greater depth-of-field . . . higher frame speeds. And, the especially long scale guarantees superb color *without* blocked shadows or washed-out highlights.

Daylight or Tungsten types for processing by local consumer or commercial labs. 100-ft. DLL spools, 400-ft. DRL lengths, or special lengths to order. *Anscochrome 16mm PNI* . . . another great film from ANSCO, A Division of General Aniline & Film Corporation, Binghamton, N. Y.

Color prints shine like originals on . . . Ansco Type 238 Color Duplicating Film!

All the fine quality of your original is there to see and hear on Ansco Type 238 Color Duplicating Film. Offers crisp definition, cleaner whites, softer middle tones, open shadows, hi-fi sound. *Specify* Ansco Type 238 . . . and *see* the difference!

Ansco . . . the finest compliment you can pay your skill

1957 PULSE
for
ROANOKE, Va.
Shows
WROV

NOW 1ST NIGHTLY

5:00 PM to 12 Midnite
Monday thru Saturday
20 of 28 quarter hours nightly
with

38%

AVERAGE SHARE OF AUDIENCE!

NOW 2ND DAILY

5:30 AM to 5:00 PM
Monday thru Sunday with

23%

AVERAGE SHARE OF AUDIENCE!
#3 Station 15.5%
#4 Station 13.5%

Move your clients closer to the listeners with Roanoke's #1 station for Popular Music, Local and National Sports and Selling Personalities!

EXCLUSIVE STATION
FOR COMPLETE
DODGERS BASEBALL!

Represented by
BURN-SMITH CO., INC.

1240
ON YOUR DIAL
ad MAN'S BEST FRIEND
WROV
Burt Levine, Pres.
ROANOKE, VIRGINIA

being realized in the rest of the industry. Others: too much time spent in committee meetings, too frequent crises requiring management attention, and excessive internal friction or dissention. Moreover, he said, when management's expectations are not met, the cause is either that the expectations were too high or that proper organization is lacking.

Mr. Burk emphasized that proper organization planning and direction not only are essential for large companies but also should be started early by smaller firms so that a good framework will be established for future growth.

Mr. Hayes presented the organization chart for WTOP-AM-TV's 200-man staff. It showed separate sales managers, program directors, promotion directors and technical operations managers reporting to the respective radio and tv vice presidents, but with a director of news and public affairs, a director of general services and a chief engineer serving both radio and television and reporting directly to the vice president for WTOP-AM-TV.

Mr. Rogers explained the chart showing the line of command and responsibility in WSAZ-AM-TV's 125-man operation, where there are four principal heads under the manager: engineering and administration, fiscal, programming, and commercial. Mr. Rogers stressed the necessity of making the best possible use of the personnel available, and the impracticality of getting people to fit into a pre-drawn chart. For instance, he said, the vice president for engineering at WSAZ-TV is the No. 2 man in the station and as such is in administrative charge of operations, while the music director doubles in personnel, and the assistant general manager is actually the commercial manager.

In answer to a question from the floor, Mr. Hayes and Mr. Rogers—whose stations in both cases are newspaper-owned—agreed that stations owned by newspapers should operate not only separately but in competition with the paper.

Charles H. Tower, NARTB manager of employer-employe relations, conducted this phase of the session. Kenneth L. Carter of WAAM (TV) Baltimore, co-chairman of the convention committee, presided over the tv management conference, which included reports on NARTB code affairs and on the Television Allocations Study Organization (see stories page 111 and 112) in addition to organization planning and direction.

SG's Cohn Sees Danger In Too Many Tv Movies

DANGER of the "pendulum swinging too far" toward feature film fare and the prospect of reaching "the point of no return" in tv station programming within the next half dozen years were posed before NARTB delegates in a television film session last Monday.

Ralph Cohn, vice president and general manager of Screen Gems Inc., raised these possibilities while suggesting "the answer to better syndicated film programming is a better market for them." He urged expansion of the tv market on the basis of more and better time in "peak viewing periods." Screen Gems has a stake in both feature and syndicated films, he noted.

Citing present one- and two-station markets, Mr. Cohn asserted the "full complement of feature film programming, syndicated half hours and network shows" is limited to a "handful of five or more station markets."

Mr. Cohn appeared on a tv film panel session which included Harold P. See, KRON-TV San Francisco and chairman of NARTB Television Film Committee; Campbell Arnoux, WTAR-TV Norfolk, Va., and chairman of NARTB Television Board; Richard M. Pack, vice president of programming, Westinghouse Broadcasting Co., and Maurice J. Rifkin, vice president in charge of sales, Ziv Television Programs Inc.

Mr. Arnoux stressed "intelligent utilization" of film as a means of "the care and feeding of contented sponsors and the development and maintenance of satisfied television audiences." He noted 1956 tv film sales volume hit an estimated $100 million, with approximately 20,000 syndicated episodes available.

Tv audiences are more interested in program quality than in the live vs. film issue, Mr. Pack told a capacity audience in the Conrad Hilton Hotel. He asserted stations should strive for creativity in film usage, including areas of packaging and selectivity and warned executives not to shrug off film potentialities in the light of tremendous investments. He said 30-minute films tend toward "mediocrity" today and questioned why "the more provocative half hour shows are so often live." Mr. Pack suggested it might be the result of a better "brand of writing."

Mr. Rifkin claimed "a majority of broadcasters have leaned over backward to cooperate with film distributors" and have cooperated fully with producers. He emphasized importance of solving mutual problems so both industries can work toward common ends. Today's tv producer maintains an elaborate network of sales personnel and is anxious to find the sponsors who are receptive to films. "You can't make a good program cheap nor make a cheap program good," he observed.

Tv Movies Will Lessen Pay Tv's Role: Skouras

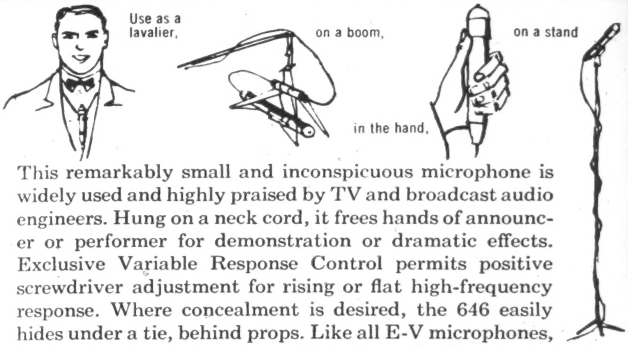
PAY TV's future won't be as "lucrative" now as it would have been before motion picture companies started releasing their backlogs of feature film to free television, Spyros P. Skouras, president of 20th Century-Fox Film Corp., said last week.

Answering questions at an informal breakfast reception given during the NARTB convention by NTA Film Network—in which 20th Century-Fox owns 50% interest—Mr. Skouras also said he thought motion pictures as well as free tv would suffer from pay television.

In answer to another question he said

"Amazingly Versatile"...
That's What Audio Engineers Say About

The Electro-Voice Model 646 Omnidirectional Dynamic Lavalier Microphone



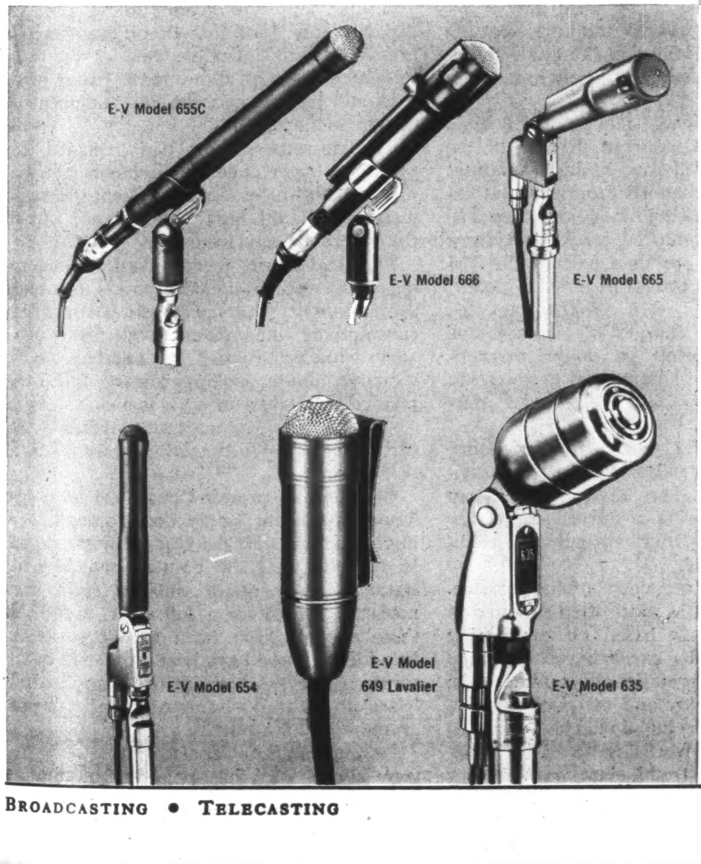
This remarkably small and inconspicuous microphone is widely used and highly praised by TV and broadcast audio engineers. Hung on a neck cord, it frees hands of announcer or performer for demonstration or dramatic effects. Exclusive Variable Response Control permits positive screwdriver adjustment for rising or flat high-frequency response. Where concealment is desired, the 646 easily hides under a tie, behind props. Like all E-V microphones, maintenance costs are extremely low. Indestructible Acoustalloy Diaphragm and all the other E-V quality features save you money. Frequency response: 50-10,000 cps—high frequency response, variable. Choice of 50, 150 or 250 ohms. Includes neck cord, clip and cable. List, $147.50.

Electro-Voice is the Major Supplier to the Broadcasting, Telecasting and Recording Industries. E-V Broadcast Microphones are Sold Only Through authorized Distributors.

Electro-Voice
MODEL 646

With Variable Response Control

Weighs only 6½ ounces, less cable.
1⅛ x 6¼ inches long



E-V Model 655C The World's finest T-V and Broadcast microphone

Model 655C, designed to be heard, not seen. It's the widest-range microphone in the world, encompassing the entire audio range and more. Easy to use, outstanding for single-mike pick-up applications. Integral blast filter and Acoustalloy diaphragm. $200 List (less stand).

E-V Model 666 Variable "D" Cardioid—a triumph of electro-acoustics

Smallest and lightest of the cardioids, only 11oz., this widely used E-V mike features the exclusive, patented Variable D®. Variable D means artists can work twice as far away from the 666 as from conventional microphones, yet there is virtually no proximity effect—sound quality doesn't change as artists move in close. Internal wire screen prevents "popping." $255 List (less stand).

Model 665, for superb cardioid performance at a modest price, choose this quality microphone. It has a uniform cardioid pattern at all frequencies, permits close talking without bass accentuation, has blast filter and exclusive Acoustalloy diaphragm. $140 List (less stand).

Model 654, a low-cost, high-quality unit, is similar in design to the 655C. Essentially flat to 15,000 cps, it's fine for all-around use. $95 List (less stand).

Model 649 Lavalier, created for TV, is a small, slim omnidirectional unit providing smooth response and high output. Requires no closely-associated auxiliary equipment, can be worn on neck cord, hand-held or used on stand. Has E-V Acoustalloy diaphragm. $115 List.

E-V Model 635 —"Workhorse of the Industry"

Extremely rugged—engineered for group pick-up, sports, special events and mobile applications—indoors or outdoors. Low initial cost, lowest maintenance cost. $80 List (less stand).

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Export: 13 East 40th Street, New York 16, U.S.A. Cables: ARLAB it would be a "great disaster if motion pictures or television absorbed each other," both, he said, "offer great possibilities and service to the public and should be independent of each other."

He ducked a question as to the probable effect of the government's anti-trust suit charging Loew's Inc. with block-booking MGM feature films to television stations [B•T, April 1, 8]. When Robert D. Swezey of WDSU-TV New Orleans, who was putting the questions as "quizmaster" for the occasion, suggested that a possible result might be a consent decree and that the case might have "a salutary effect for everyone," Mr. Skouras laughed: "you said it—I didn't."

Earlier, he had offered this bit of advice: "never come to grips with Uncle Sam on any basis."

Paying tribute to NTA officials for "wholehearted cooperation and integrity" in the negotiations in which NTA acquired 20th Century-Fox films for distribution to television, Mr. Skouras said his company will make its entire physical, financial and creative resources available to tv provided there is a demand.

He said 20th Century-Fox can supply at least 20 new shows a year for the NTA Film Network and also can make available one or two feature films a week for "many years to come."

"We have 350 pre-1948 pictures available and after we come to an agreement with the various guilds on the post-1948 films, we will be able to have a permanent supply available," he asserted.

He thought the "perfect time lapse" before motion pictures are released to television is "between four and five years." He denied that motion pictures are "old," pointing out that "at most, only about 15% of the population see a film in theatrical release." Five years after playing the movie houses, he continued, less than 10% of that audience remain, so that tv "can draw upon 90% of the population when it schedules a so-called old film."

Ely A. Landau, NTA Film Network president, and Oliver A. Unger, executive vice president, were hosts at the breakfast, with guests including Mr. Swezey; Dick Moore, KTTV (TV) Los Angeles; E. K. Jett, WMAR-TV Baltimore; Robert B. McConnell, WISH-TV Indianapolis; Sidney L. Cohen, KUTV (TV) Salt Lake City; Ted Webber, WGN-TV Chicago; Al Larson and Frank Fogarty of the Meredith Tv Stations; Steve Kockritz of Storer Broadcasting; John Scheuer, WFIL-TV Philadelphia; Julian Kaufman, XETV (TV) Tijuana, and NTA Film Network executives.

Harwood to APBE Presidency; McAndrews, Brown Get Posts

NEW officers and industry board members were elected by Assn. for Professional Broadcasting Education at meetings in Chicago last week, with Dr. Kenneth Harwood, U. of Southern California, assuming the presidency.

Other officers named were Robert J. McAndrews, KBIG Avalon, Calif., vice president, and Richard M. Brown, KPOJ Portland, Ore., secretary-treasurer. Elected to the 10-man industry-educator board of APBE were Ward L. Quaal, WGN Inc., Chicago, and Mr. Brown.

APBE membership and directors discussed current organization programs, including industry-educator activities and the new *Journal of Broadcasting*, second issue of which was distributed during last week's NARTB convention. The magazine is published under APBE auspices and has drawn favorable industry-educator comment, according to Fred H. Garrigus, NARTB manager of organizational services, who serves as coordinator.

TV CODE CULPRITS FEW—SHAFTO

- **Retiring Tv Code Review Board chairman makes report**
- **Main import: Violations concentrated among few stations**

MOST violations of the NARTB Television Code are made by a few stations.

This finding, based on a year of monitoring, was laid before the tv management conference at the NARTB convention last Tuesday by G. Richard Shafto of WIS-TV Columbia, S. C., retiring chairman of the Code Review Board.

He said monitoring of 41 stations in 13 major markets, from sign-on to sign-off for a full week in each case, showed that in all of the locally originated advertising "90% of the violations were found on only one-fourth of the stations."

Mr. Shafto offered this breakdown of findings from the more than 4,500 hours of monitoring the 41 stations:

"Of more than 8,000 commercial programs, only 271 exceeded the code's advertising time allowances.

"Fourteen of the 41 monitored stations carried a total of 101 program-length commercials.

"Of nearly 10,000 station breaks monitored, only 30 exceeded the code's provision of two spots plus the sponsored 10-second ID.

"And, with regard to multiple spotting within program formats, in the 8,000 monitored programs only 69 violations were noted."

From the positive standpoint of code compliance, he pointed out that 33 of the 41 stations carried no multiple-spotting; 31 carried fewer than 10 programs that exceeded code advertising time allowances during the entire monitored week, and three stations carried more than half of the 101 commercial-length programs noted.

"These figures," Mr. Shafto asserted "effectively refute charges that commercial excesses are rampant in major markets. They *do prove* that commercial excesses are rampant on a *few stations* in major markets."

While the figures related to compliance or non-compliance with commercial provisions of the code, Mr. Shafto pointed out that it was in the area of advertising, rather than programming, that virtually all violations were detected.

According to frequency of occurrence, he said, the violations most often reported in commercial analyses based on monitoring are (1) commercials exceeding code limits in length; (2) program-length commercials; (3) multiple spotting, and (4) poor taste.

He said monitoring indicates there is "very little" tv advertising involving misrepresentation or fraud, but warned that "any is too much, and when we [Code Review Board] do encounter such commercials we pursue the matter vigorously."

One of the board's most difficult decisions, Mr. Shafto pointed out, is in drawing the line between "poor" and "good" taste—a "highly subjective" question that is influenced by a viewer's "age, sex, religion, education, income, occupation, family environment, where he was raised and where he now lives, to name just a few factors."

However, he said, as a direct result of a campaign waged by the code board, the showing of beer and wine being drunk "has all but disappeared from tv," and instances of beer or wine ads being carried immediately adjacent to children's programming are "rare, and often are the result of 'make-goods.' "

Most questions regarding "poor taste," he continued, "stem from commercials for personal products: deodorants, depilatories, laxatives, drugs or medications for intimately personal body functions or distresses."

He emphasized that while the code staff welcomes inquiries regarding code application, its views are given "in an advisory capacity only," and that although some code provisions are inflexible (as in the time standards table of allowances), "most problems still require decision and judgment by station management."

He said some stations had "resigned" for failure to meet code requirements but that memberships have more than kept pace with resignations, although "we are not out of the woods by any means."

"We had a brief meeting yesterday morning and considered staff reports regarding some stations who appear to be operating substantially inconsistent with the code's advertising provisions," he asserted. "Constructive action looking toward full compliance was taken in each instance."

Code subscribers currently number 303 of the nation's 475 tv stations, plus all three tv networks.

Mr. Shafto regarded monitoring as the "most significant single development" during his tenure with the Code Review Board. In the past year, he pointed out, 56 code stations in 18 major markets have been monitored, each for a full week, and 32 of these stations have been monitored twice. In addition there have been three-day monitoring surveys which provide an analysis based on 30 to 40 hours of a station's programming and advertising.

"Altogether," he reported, "the Code Review Board staff has provided monitoring

Allen Kander's

RULES OF GOOD BEHAVIOR*

FOR

BROADCAST NEGOTIATORS

1. Your function is to emphasize agreement. You will do this by resolving differences.

2. Your special virtues should be honesty and patience.

3. Nothing is worth selling that isn't worth buying.

4. You are dealing with the most sensitive business enterprises in the world. Part of your obligation is to see to it that they are in respectable hands.

5. A man who owns and operates a business develops a natural affection for it. Remember that when he sells, he is separating himself from a way of life as well as an enterprise. He wants to do this with dignity and in a friendly fashion.

6. Every buyer with whom you do business may in time become a seller. He will judge your abilities by your consideration of his interests.

7. You will spend more dollars than you make on some transactions. But this is a short-time loss; or rather, a long-term investment in good will.

8. The man who deals in millions is no taller than the man who deals in thousands. Give to each a full measure of service.

9. Learn the meaning of the term "business confidence". You will hear much more when you are not talking.

10. "A good name is more to be desired than riches."

**Reprinted from a memorandum by Allen Kander to his executive staff.*

ALLEN KANDER AND COMPANY

Washington **New York** **Chicago**

reports to more than 100 stations and to all three networks based upon more than 17,000 hours of viewing during the past year."

Monitoring, Mr. Shafto said, clearly refuted the popular notion that feature films are interrupted far too frequently for commercials. A special study of 397 participating feature film shows, involving 32 stations in 12 cities, "showed that stations are well within the code's commercial provisions—as a matter of fact the average time is just about half the permissible length of total advertising."

But, he added: "We have yet before us the challenge of integrating commercials into feature films in a manner less offensive to viewers."

Among code highlights of the past year, aside from monitoring, he listed the acceptance of the 16 members of the Alliance of Television Film Producers as affiliate subscribers to the code. This, he hoped, was "assurance of eventual adoption by the entire television film industry of the NARTB Television Code."

Overall, he felt "we have made much progress in the past 12 months toward demonstrating to the Congress, to interested government agencies, to the advertising industry, yes, and to ourselves, that the . . . code is not a whitewash, a decoy or makeshift Maginot Line. I really believe that we have succeeded in convincing many of these people that the television code is a permanent and vital part of our industry, conceived and administered to set before the broadcaster and advertiser guideposts to better programming and more effective advertising."

The alternative to self-regulation, he cautioned, is regulation from outside—and, he pointed out, Congress has demonstrated that it "is ever capable of thrusting upon the FCC more specific and/or more encompassing powers of regulation, whether the seven present commissioners so recommend or no."

Mr. Shafto was introduced by Edward H. Bronson, NARTB director of television code affairs, who paid tribute to his "patient and untiring efforts" in behalf of the code. Mr. Shafto will be succeeded by William B. Quarton, WMT-TV Cedar Rapids, Iowa, as chairman, Code Review Board.

WRCA-AM-TV to Spend Year Telling Story of N.Y. Police

WRCA-AM-TV New York has launched a year-long project in cooperation with the New York Police Dept., under which the stations will broadcast programs designed to give residents of New York an insight into the work, problems and goals of the police.

Titled *New York Police Report,* the project is the third of the stations' "Impact Public Service" features, which previously had explored the activities of the Fire Dept. and the Dept. of Sanitation in New York. The stations plan to broadcast at least three documentary programs on radio and television; will cover police news regularly by its mobile unit; will carry "Do You Know the Law?" segments on various local programs, and will send station personalities to visit schools in the New York metropolitan area to discuss the safety and the laws of the community. WRCA has scheduled for this week a two-hour long program (10:30 p.m.-12:30 a.m.) on a date still undecided to present officials of the police department and other city agencies, describing the problems facing the city and steps taken to solve them.

April Fool on Radio Listeners

FOUR Baltimore stations—WCBM, WFBR, WITH and WBAL—cooperated on April Fool's Day to confuse their listening audiences. A personality from each of the stations was placed on one of the other stations. For example, WFBR's Walt Teas was scheduled on WCBM, WITH's Buddy Deane on WFBR, WBAL's Frank Hennessy on WITH and WCBM's Jack Wells on WBAL. The individual personalities publicized the fact that the stations were cooperating in the stunt and plugged each other's shows, along with the stations and their frequencies.

WTOP Washington's Mark Evans gave his fifth annual April Fool's Breakfast for 150 residents who were celebrating their April 1 birthday. Mr. Evans, whose birthday is also on April Fool's Day, conducted his 5:40-7:30 a.m. show from the party. He points out that he thinks the early morning party helps April Fool birthday people be better prepared to meet the jests of their friends and neighbors during the day.

KYW Cleveland, Ohio, got into the April Fool's Day act when it invited its listeners to "have a laugh on us" and call a special number. When they called the number, they were greeted with Spike Jones' "Laughing Record." This was followed by the station's suggestion that "For fun all day long, get the happy habit. Dial 1100 for KYW."

WIND SPEED
TEMPERATURE
WSBT-TV 34
SOUTH BEND
WIND DIRECTION
MYSTERY THEATRE
BULLDOG DRUMMOND STRIKES BACK

WSBT-TV South Bend's new version of station ID slides is a special weather panel utilized on a near-saturation basis and including promotion messages aired about 125 times during an average week. The panel shows fluctuations in wind speed and direction as well as current temperature and a vidicon camera is trained on it throughout the day. The panel is located in WSBT-AM-TV Broadcast Center communications room and is reportedly an effective program promotion device.

WICS(TV)'s 'It's Worth Your Life'

VIEWERS watching *It's Worth Your Life,* a new series presented by Sangamon County Medical Society on WICS (TV) Springfield, Ill., are being invited to phone in queries on topics discussed each week during the program. Station reports good audience response to the show, which features a panel of local specialists and general practitioners, with G. B. Gordon, WICS news editor, as moderator. Among subjects slated for exploration are abdominal pain, skin diseases, ears and hearing, mental health, prenatal care, allergies, genito-urinary diseases and fractures and accidents.

WMGM Mails 'Baseball Kit'

IN connection with the opening of the major league baseball season this week, WMGM New York—which broadcasts all Brooklyn Dodger baseball games—has sent a "Dodger Baseball Kit" to agency executives in the New York area and to trade and consumer press editors. The kit contains a miniature baseball bat, a pencil in the shape of a bat and various baseball record books. The games on WMGM are sponsored by F & M Schaefer Brewing Co., and American Tobacco Co., both through BBDO, New York.

Professional Man's Radio Habits

THE professional man—who is among the high-income segment of the community—listens to radio regularly, reports the Radio Advertising Bureau. Last week RAB distributed a brochure on the professional man's

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radio listening habits to stations, networks, representatives and other bureau members.

RAB found that more than half of the professional men tune in to radio five or more days each week and that the "overwhelming majority" of this particular audience prefers newscasts and popular music programs.

The booklet presents findings of a six-city audience survey made for RAB by The Pulse Inc. Also detailed are when and where the professional segment listens, what it listens to, how much it listens and set ownership.

Plans for Annual 'Farmerama' Announced by WGN-AM-TV

PLANS for the first annual "Farmerama" soil conservation event, to be co-managed by WGN-AM-TV Chicago and featuring closed circuit tv demonstrations, were announced last fortnight.

The project, including 1957 Illinois plowing matches, will be held in McHenry County late in August or early in September under sponsorship of the Assn. of Illinois Soil Conservation districts. WGN-AM-TV will co-stage the event with a non-profit organization to be set up.

Television will be featured at the outdoor farm event, bringing the show to visitors on big screen tv receivers, according to Norman Kraeft, WGN farm service supervisor. Developments by U. S. Dept. of Agriculture will be shown.

WNBC-TV Salutes Connecticut

WNBC-TV Hartford, Conn., has launched a new feature, "Salute to Connecticut Towns," on which a different community within the station's coverage area will be promoted each week. Throughout the day and evening of the week assigned to a town, photos of the town's personalities and landmarks will be carried on WNBC-TV station breaks, along with explanatory copy. It is estimated that about 200 mentions of the community will be made during a one-week period.

PERIPATETIC PROMOTION

A RECIPROCAL SERVICE of cross-plugging by WIP Philadelphia and WFBR Baltimore is snagging motorist listeners going and coming. Inaugurated last month, the promotion spots are heard between four and five in the afternoon, seven days a week, on the theory that this is when most drivers, including salesmen, start return trips. A typical plug from the Baltimore end of the line: "Here's a special message to motorists who are driving north. When you begin to lose WFBR's signal, we suggest you turn your dial to 610 and hear the wonderful programs of WIP in Philadelphia. WIP's shows are much like those of WFBR, and I am sure you will enjoy them." WIP, during the Bob Menefee *Heading Home* show, counters with similar messages for south-bound traffic.

AFRICAN SAFARI

TIMEBUYERS in New York, Chicago and Los Angeles have been invited by KYA San Francisco to enter the station's Great White Hunter competition by filling out a form with name, agency and accounts for which he or she buys radio time. Entries will be placed in a drum and on June 24, in the lobby of New York's Waldorf-Astoria, the winning number will be drawn, entitling the winner to a two-week, all-expense paid vacation for two in Africa, including a safari. All entrants received "authentic antique pith helmets." Returns from invited timebuyers are running near 90%, KYA reports.

Pabst Offers Frank Edwards' Book

PABST Brewing Co. is offering radio listeners a copy of Commentator Frank Edwards' book, *My First 10,000 Sponsors,* for sending in five handles from Pabst 6-Can Paks. The offer is open to listeners of Mr. Edwards' newscast on WLS Chicago and WEEK Peoria, Mon.-Fri., 10 p.m. "More and more midwesterners are turning to this newsman's unusual spare-nobody, spare-nothing story and a cool glass of beer for mental stimulation and relaxation," Pabst reports in announcing its offer.

WINS Steps Up Travel Service

WINS New York has stepped up travel programming service for listeners with a half hour Saturday show, six five-minute Sunday travel segments and daily travel news, all in effect since March 31. The three programs, written by Jack Wiersma, president of the American Tourist Bureau, are *Going Places, WINS Vacation Specials* and *WINS Travel News.*

KING Gives Citizens Free Rides

KING Seattle is offering free rides on the local transit's "Dime Shuttle" every Friday for an indefinite period. The fare boxes are covered and signs have been posted around the city's central business district to let people know that the station is paying for all riders who wish to use the shuttle bus.

WITH Congratulated By Rival

WHEN WITH Baltimore started officially operating its Trans-Lux news sign, WFBR (reportedly WITH's foremost competitor for ratings) bought one week's advertising on the sign. The message, which said "From our house to your house—Congratulations—WFBR—Dial 1300," ran 12 times per day.

Durocher Show Precedes Games

LEO DUROCHER, one of the three announcers for NBC-TV's *Major League Baseball* series, also will be featured in a pregame show, *Leo Durocher's Warmup,* Tom S. Gallery, NBC sports director, reported last week. Except for April 6 and 13, when it will be 15 minutes long, the program will be a 10-minute show preceding Saturday Tv games.

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INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

CANADA OUTLETS' '55 NET: $6 MILLION

INDEPENDENT Canadian radio and tv stations collectively made a profit of over $6 million in 1955, the Royal Commission on Broadcasting stated in its 518-page report. This is the first time a collective picture of radio-tv station earnings has been made public. Since 1956 was an even better general business year in Canada, it is felt stations did as well if not better then.

Not all stations made a profit, however. The report shows that of 144 radio stations reporting their financial status, 111 made a net profit of $6,753,000. A loss of $363,000 was reported by 33 radio stations. Of 14 tv stations reporting, nine made profits of $552,000 while five lost $351,000.

In radio station operation, the total industry profit of $6,390,000 was just over 20% of their gross sales of $33,300,000. In tv, net sales amounted to $6,041,000 and net profit of $201,000 was 3.32% of sales.

Sales breakdown showed that in tv $1,328,000 was from network programs, $3,369,000 from national advertisers and $1,803,000 from local advertisers.

Station Categories

In radio, 22 stations with a gross revenue of less than $100,000 a year made a profit, while 25 lost money. In the category between $100,000 and $200,000 a total of 34 made a profit, 7 lost money. In the $200,000-$300,000 grouping, 18 stations made a profit, one lost money. There were 11 stations profitably operating with a gross of between $300,000 and $400,000; 10 stations in the $400,000 to $500,000 group; seven made a profit in the $500,000 to $750,000 gross revenue class; six in the group between $750,000 and $1 million; and three in the group with over $1 million gross annual revenue.

Individual station profit analysis showed one station with a net income of over $600,000, six stations with net profit between $200,000 and $600,000; and 30 stations with profits between $50,000 and $200,000.

The commission report showed that only 100 of the 144 radio stations spent money on artists and other talent fees, and this amounted to $1,790,000, of which $937,000 was billed to sponsors. This averaged $18,000 a year for the 100 stations, with the stations paying an average of $8,600 a year, and led the commission to recommend that stations spend more on building up local or other live talent shows.

In television, 12 of the 14 stations reporting showed expenditures on talent of $220,000 of which sponsors paid $106,000, averaging about $9,500 per station for their own talent expenditures.

In radio, station operating profits ranged from a low of 1.21% of net sales to 53.71% by one station and 52.67% by another. The low profit was made by a station in the less-than-$100,000-a-year gross revenue group, the other two by stations in the higher gross revenue groups.

The profit breakdown also included figures on network radio stations. Of the 111 stations making a profit, 74 were affiliated with Canadian Broadcasting Corp. networks; 20 stations affiliated with the Trans-Canada Network showed a net income of 25.78% before taxes; 40 stations affiliated with the Dominion Network showed 21.29% net income before taxes; and 14 French-language network stations showed 16.25% net income. The 37 non-network stations making a profit averaged 25.49% on gross sales of $14,800,000. The 74 network stations had a gross of $18,400,000.

Toronto Stations to Appear In Court on Lord's Day Counts

FIRST appearance in Toronto court of CKEY Toronto, the Toronto radio and tv stations of the Canadian Broadcasting Corp. and the city's three daily newspapers—all charged with gathering and disseminating news on Sundays in violation of the Canadian Lord's Day Act—have been adjourned to this Wednesday, when a definite date for trial is to be set.

Meanwhile CBC has appeared before the Ontario Supreme Court at Toronto on a motion that, as a crown corporation, it cannot be charged. Hearings on this motion are to start at Toronto tomorrow (Tuesday). Prime Minister Louis St. Laurent commented at Ottawa that claims crown corporations are above the law are on the way out, and that such corporations are liable for prosecution under the laws of the land.

CBC asked for a Supreme Court ruling because it is not specifically named under the Lord's Day Act, passed some 50 years ago.

840,000 Tv Sets Registered In West Germany, West Berlin

TOTAL registered television sets in West Germany and West Berlin may have reached 840,000 by the first of this month, according to an informed estimate. Unregistered, illegally operated sets are figured at 25% of the total registered, bringing the current estimated total to one million. Viewers are estimated at four to a set.

On March 1 the West German-West

More TV Stations use
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Berlin total stood at 789,887 registered sets. Sales during March exceeded 45,000. Bavarian Radio, one of the two West German organizations broadcasting commercial programs, serves an estimated 88,000 sets, including both registered and unregistered. Radio Free Berlin, the other Western commercial outlet, reaches about 45,000, registered and unregistered. Assigned coverage area for Radio Free Berlin encompasses only western sectors of the city.

Christian Group to Build 100 Kw Am in Philippines

THE overseas radio activities of the National Council of Churches of Christ will be stepped up over the coming year with the construction of a 100 kw radio station to be built at Dumaguete City in the Philippine Archipelago.

In essence, the new station will represent a ten-fold power step-up of station DSYR, presently located at Dumaguete and operated by the NCCC.

The Philippine operations will be the second powerful radio station the council will erect this year. The first, announced March 10, is to be located in the Near East, possibly in Lebanon, and will cover the entire Arabic-speaking world. Its cost is estimated to be $250,000, while that of the Philippine station-transmitter will run to $100,000. The two operations will give the voice of Christianity audiences stretching from Africa through all of Asia.

Canadian Parliament Debate Rages Over Letters About CBC

NOT FOR OVER a year has the Canadian Broadcasting Corp. been the subject of such hot debate before the Canadian Parliament as during the first week of April.

The debates started with the opposition parties' charges that Prime Minister Louis St. Laurent admonished the CBC by letters about commentary opinions broadcast by a Winnipeg university professor. The premier claimed he had written to CBC Chairman A. D. Dunton as a private citizen, but refused to produce the letters.

From this start other cabinet members were asked about interference and communications with the CBC regarding programs and expenditures. Under special attack was Dr. J. J. McCann, Minister of Revenue, who has jurisdiction over CBC. He claimed his communications with the CBC were required since the organization came under his jurisdiction. He admitted admonishing the CBC for its high rate of spending and employment of too many people, and said he had discussed programs with Mr. Dunton and CBC General Manager Al Ouimet.

Ontario Premier Leslie Frost, in letters to Mr. Dunton, charged CBC acted as a propaganda machine for the Liberal government at Ottawa, favoring it in newscasts. Mr. Dunton replied that CBC followed general reporting principles on developments of news and interest value. Mr. Dunton suggested an enquiry at which an experienced newsman would sit as chairman, with a representative of the Ontario Premier and the CBC, to examine news programs.

CHECKING
SAVINGS
BANK

"Someday I'll be a personality on KRIZ Phoenix—meanwhile I just work here for prestige."

Low-Power Transmitters Readied For Canadian Civil Defense Use

CANADIAN CIVIL DEFENSE officials are currently working on the development of a new type of low-power mobile radio-transmitter which can be used to direct metropolitan populations in the event of a nuclear attack. Because of Canada's scattered urban populations, with considerable distance between cities except in the Great Lakes area, Canadian officials do not feel that the Conelrad system is practical in Canada where there are few groupings of high-power stations to use in an emergency.

The mobile system now under study in Canada would ring a metropolitan area with a number of such low-power mobile transmitters, each beamed to an area of the metropolitan region, and each emitting a signal too weak to be used by attacking aircraft or missiles for homing purposes.

It is hoped to have the first mobile transmitter ready for testing this fall, and if successful, to build nine more such transmitters for testing in such a metropolitan area as Toronto.

Luxembourg Adds Transmitters

RADIO LUXEMBOURG, one of the few commercial radio stations on the European continent, has strengthened its English-language broadcasts with two new 100 kw transmitters. A vast British audience is claimed for the programs which run five hours daily on 1439 kc. The new transmitters, replacing the 150 kw apparatus formerly used, are located at the point highest above average terrain in the country and have directional antennas. The station now is planning to add the old transmitter to provide a three-transmitter setup for broadcasts to Britain.

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CBS
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WJR
the radio station that reaches and influences the fifth richest market in the country . . . the Detroit-Great Lakes area.
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BMI

MILESTONES
for May

BMI's series of program continuities spotlights the important events on the American scene. May's release features five complete half-hour shows —smooth, well-written scripts ready for immediate use.

"MUSIC HATH CHARMS"
(National Music Week)
May 5-12, 1957

"RADIO'S ACTIVE ROLE"
(National Radio Week)
May 5-11, 1957

"EVERYBODY REMEMBERS MOM"
(Mother's Day)
May 12, 1957

"THE JAMESTOWN STORY"
(350th Anniversary)
May 13, 1607

"THE LONE EAGLE"
(Lindbergh—33 hours to Paris)
May 20-21, 1927

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

THE METROPOLITAN VOICE
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

Safety Council Awards Go to NBC, 155 Stations

NBC RADIO and NBC-TV, along with 117 radio and 38 television stations, were among recipients of the National Safety Council's 1956 Public Interest awards announced last Tuesday.

Forty advertisers and the Armed Forces Radio & Tv Service, Los Angeles (for network radio), also were cited for the noncompetitive awards to public information media for "exceptional service to safety." Radio-tv-advertiser winners will be eligible for the Alfred P. Sloan Radio-Tv Awards for Highway Safety, to be judged and announced within the next few weeks.

In reviewing the 1956 Public Interest award entries, Ned H. Dearborn, council president, noted "the tremendous contribution of mass communication media to the safety movement. We are proud to honor the outstanding leadership represented by these awards."

The council also honored 28 daily and 13 weekly newspapers, 13 general circulation and 33 specialized magazines, 23 outdoor and two transportation advertising companies and three transit systems.

Serving as judges were Fred Garrigus, manager of organizational services, NARTB; Robert R. Burton, vice president, Needham, Louis & Brorby Inc.; Wesley I. Nunn, advertising manager, Standard Oil Co. (of Indiana); George A. Bradenburg, Chicago editor, *Editor & Publisher;* Hugh Curtis, editor, *Better Homes & Gardens;* Norman Damon, vice president, Automotive Safety Foundation; Dr. Kenneth E. Olson, dean of Medill School of Journalism, Northwestern U., and Larry Wolters, radio-tv editor, *Chicago Tribune.*

Aside from NBC Radio, NBC-TV and Armed Forces Radio & Tv Service, other winners were:

RADIO STATIONS

CFCN Calgary, Alta.; CFPL London, Ont.; CKLG North Vancouver, B. C.; KAKE Wichita; KBIZ Ottumwa, Iowa; KBOL Boulder, Colo.; KCOW Alliance, Neb.; KDPS Des Moines; KELO Sioux Falls, S. D.; KEX Portland, Ore.; KFAB Omaha; KFBI and KFH Wichita; KFRE Fresno, Calif.; KIMO Independence, Mo.

KIST Santa Barbara, Calif.; KITE San Antonio; KLMO Longmont, Colo.; KLMS Lincoln, Neb.; KLON Long Beach, Calif.; KLOV Loveland, Colo.; KLRS Mountain Grove, Mo.; KMMJ Grand Island, Neb.; KMON Great Falls, Mont.; KNUZ Houston; KOA Denver; KOIN Portland, Ore.; KRNT Des Moines; KSDS San Diego; KSEL Lubbock, Tex.

KSLH St. Louis; KSOO Sioux Falls, S. D.; KSTN Stockton, Calif.; KTOK Oklahoma City; KTRI Sioux City; KVLC Little Rock; KYA San Francisco; KYW Cleveland; WALE Fall River, Mass.; WAMS Wilmington, Del.; WARK Hagerstown, Md.; WASA Havre de Grace, Md.; WAVE Louisville; WAVZ New Haven, Conn.; WBAL Baltimore; WBHB Fitzgerald, Ga.

WBIZ Eau Claire, Wis.; WBML Macon, Ga.; WBOE Cleveland; WBOK New Orleans; WBOW Terre Haute, Ind.; WCAE Pittsburgh; WCEN Mt. Pleasant, Mich.; WCKR Miami; WCKY Cincinnati; WCLR Camp Lejeune, N. C.; WCNU Crestview, Fla.; WCPM Cumberland, Ky.; WDBO Orlando, Fla.; WDLP Panama City, Fla.; WDRC Hartford.

WDSU New Orleans; WEAR Pensacola, Fla.; WEBC Duluth, Minn.; WENE Endicott, N. Y.; WERE Cleveland; WESB Bradford, Pa.; WFBE Flint, Mich.; WFIN Findlay, Ohio; WFLO Farmville, Va.; WGAR Cleveland; WGBS Miami; WHDH Bosotn; WHK Cleveland; WIBC Indianapolis, WING Dayton.

WINS New York; WIPC Lake Wales, Fla.; WJAN Spartanburg, S. C.; WJBW New Orleans; WKAR East Lansing, Mich.; WKJG Fort Wayne, Ind.; WKLK Cloquet, Minn.; WKMH Dearborn, Mich.; WKMI Kalamazoo, Mich.; WLSV Wellsville, N. Y.; WLW Cincinnati; WMIE Miami; WMIK Middlesboro, Ky.; WMIX Mt. Vernon, Ill.; WMRN Marion, Ohio; WMSC Columbia, S. C.

WNOE New Orleans; WNYC New York; WOWL Florence, Ala.; WOWO Fort Wayne, Ind.; WPEP Taunton, Mass.; WPFB Middletown, Ohio; WPRO Providence; WQAM Miami; WQUA Moline, Ill.; WRFC Athens, Ga.; WRFD Worthington, Ohio; WRUF Gainesville, Fla.; WRVA Richmond.

WSAY Rochester, N. Y.; WSB Atlanta; WSJS Winston-Salem; WSMB New Orleans; WTIC Hartford; WTPS New Orleans; WTTM Trenton, N. J.; WVCG Coral Gables, Fla.; WWDC Washington; WWJ Detroit; WWL New Orleans; WWVA Wheeling.

TELEVISION STATIONS

CFPL-TV London, Ont.; KABC-TV Los Angeles; KCEN-TV Waco, Tex.; KCMO-TV Kansas City; KDUB-TV Lubbock, Tex.; KELO-TV Sioux Falls, S. D., and satellite KDLO-TV Florence; KEPR-TV Pasco, Wash.; KETA Norman, Okla.; KHOL-TV Holdredge, Neb.; KMTV Omaha; KOA-TV Denver; KOLN-TV Lincoln, Neb.

KOVR Stockton, Calif.; KPIX San Francisco; KRNT-TV Des Moines; KTRK Houston; KTVO Ottumwa, Iowa; KTVT Salt Lake City; KVTV Sioux City; WBZ-TV Boston; WCIA Champaign, Ill.; WCKT Miami; WCPO-TV Cincinnati; WFBC-TV Greenville, S. C.; WFMY-TV Greensboro, N. C.

WISN-TV Milwaukee; WKJG-TV Fort Wayne, Ind.; WLW-TV Cincinnati; WNBC West Hartford, Conn.; WPRO-TV Providence; WREX-TV Rockford, Ill.; WROC-TV Rochester, N. Y.; WSAU-TV Wausau, Wis.; WSJS-TV Winston-Salem; WSYR-TV Syracuse, N. Y.; WTTW Chicago; WTVJ Miami; WWJ-TV Detroit.

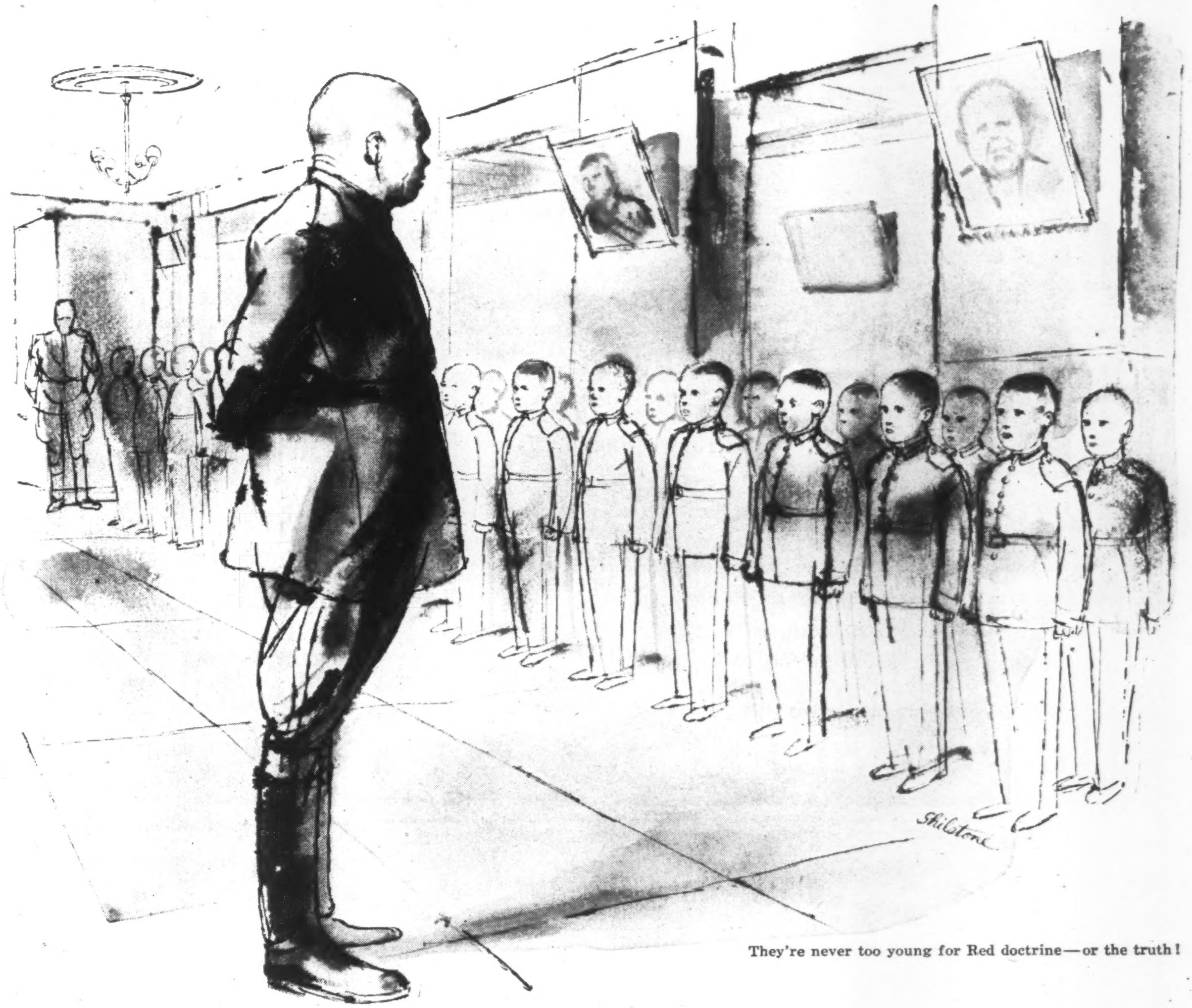
'Saturday Review' Awards Honor 9 Radio, Tv Programs

CITATIONS for programming in the public interest to nine television and radio programs are being announced today (Monday) by the *Saturday Review* in its April 20th issue. Programs cited for "distinguished achievement" by the 1957 awards committee are:

Omnibus and *Disneyland,* ABC-TV; *The Metropolitan Opera,* ABC Radio: *See It Now, Playhouse 90,* and *At Year's End,* CBS-TV and *Kraft Television Theatre, Hallmark Hall of Fame* and *NBC Opera,* NBC-TV. Jack Gould, television and radio critic of the *New York Times* was voted a special citation "for critical journalism of the highest order."

CBS-TV Receives Polk Award

AN AWARD for "outstanding television reporting" was presented to CBS at the ninth annual George Polk Memorial Awards luncheon April 3 in New York. Sig Mickelson, CBS vice president in charge of news and public affairs, received the plaque for the network. His presentation, which was the only tv award in the group, was made to the network for *World in Crisis,* a special



They're never too young for Red doctrine—or the truth!

Who'll tell them the truth—*if you won't?*

Behind the Iron Curtain, Europe's captive people are groomed for Communism from the cradle. But even this relentless indoctrination cannot kill their will for freedom.

Today in satellite Europe, youth is turning against Communism . . . and this is the group on whom the Reds counted heavily for blind support. With the aid of truth from Radio Free Europe and Free Europe Press, these young people are determined to win back their freedom. Their refusal to knuckle under has *never been stronger!*

Recent events have battered Red prestige throughout the world, upset their timetable of enslavement, exposed the Communists for what they really are—a brutal occupation power.

But this is no time to ease up. The need for truth from the free world has never been greater . . . and truth is the one thing the Iron Curtain can't keep out. *Keep it coming!*

*Support **Radio Free Europe** and **Free Europe Press***
*with Truth Dollars to **CRUSADE for FREEDOM***
c/o your local postmaster

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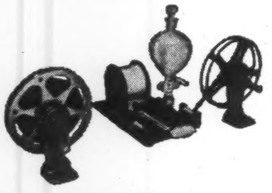
FOR THE BEST IN MOTION PICTURE EQUIPMENT



ECCO CLEANER

Ecco No. 1500 Speedroll Applicator — an efficient time-saving method for cleaning films. Clean and inspect film in one operation. $29.50

Ecco cleaning fluid per qt.—$2.50 per gal.—$9.60

NEUMADE FILM RACK, model RK-1000

Six tiers accommodate 102-35mm reels and cans or 204-16mm reels and cans. List $165.00 US Army surplus, brand new at $89.50 each, or $60.00 each for three or more racks. Prices fob, N. Y.

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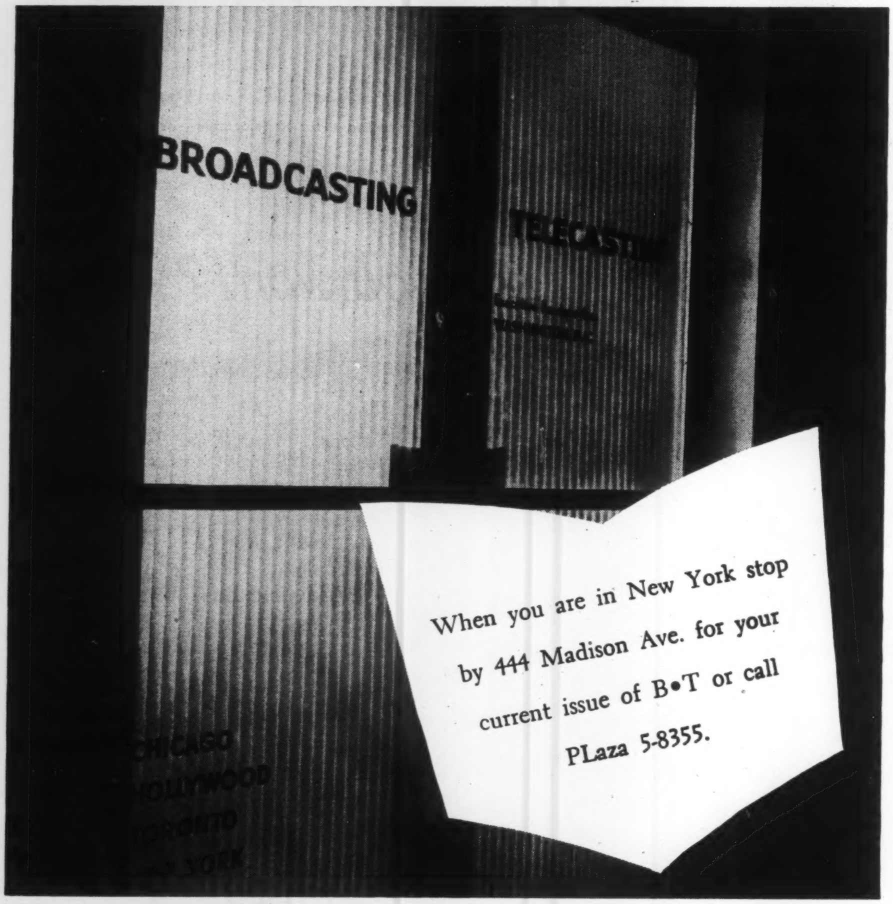

When you are in New York stop by 444 Madison Ave. for your current issue of B•T or call PLaza 5-8355.

hour-long report on developments in Middle Europe and the Middle East, telecast last November. Report was narrated by Howard K. Smith, CBS news chief European correspondent. Polk awards are made annually by Long Island U. Dept. of Journalism in memory of George Polk, CBS newsman slain in Greece in 1948 while covering rebel activities there.

BFA Cites Westinghouse Bcstg.

WESTINGHOUSE Broadcasting Co. was cited Friday at a special New York luncheon by the Broadcasting Foundation of America "in recognition of its vision, its imagination, its leadership and its dedication to the welfare of the broadcasting industry and of our country in sponsoring the Boston Conference on Local Public Service Programming." Receiving the special citation was WBC President Donald H. McGannon. Also on hand were Seymour N. Siegel, WNYC New York executive director; and the BBC's Barrie Thorne and Oliver J. Whitley.

Manischewitz Awards Announced

NAMES of winners in the second annual disc jockey contest for the best treatment of radio commercials on Manischewitz wines were announced last week by Emil Mogul Co., which conducted the contest for its client, Manischewitz Wine Co., New York.

Top award winners: Roger Stuart, WHUM Reading, Pa., "the most original treatment"; Emmett A. Lampkin, WPAL Charleston, S. C., "best-selling delivery," and Norm Tulin, WORL Boston, "most personable presentation." Top winners will receive a framed scroll and a Longines-Wittnauer McKinley watch.

LAAW Offering 'Lulu' Awards

LOS ANGELES Advertising Women, in its annual achievement awards competition, is offering awards for radio and tv commercials, copy, layout, advertising illustration, research, direct mail, business films, publicity and public relations, sales promotion and merchandising.

Competition honors Frances Holmes, first woman to open an advertising agency in America (in Los Angeles in 1909) and is open to all women employed in advertising in the 11 western states, British Columbia and Hawaii. The awards, golden "Lulus", will be presented May 5 at a luncheon at the Beverly Hilton Hotel, Beverly Hills.

Grey Announces Contest Theme

GREY ADV., New York, has announced that the 1957 theme for the company's Annual Collegiate Award will be "How Can Advertising Serve America?" The Grey Trophy and $125 in cash will be awarded to the student and college whose essay on this subject is judged the best. Only students selected to come to New York for "Inside Advertising Week," sponsored by the Assn. of Advertising Men and Women, are eligible to compete for the Grey Award.

Station Authorizations, Applications

(As Compiled by B • T)

April 4 through April 10

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

Am-Fm Summary through April 10

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,024	3,001	220	364	145
Fm	540	520	49	51	0

FCC Commercial Station Authorizations As of February 28, 1957 *

	Am	Fm	Tv
Licensed (all on air)	3,000	513	290
Cps on air	31	16	225
Cps not on air	133	23	123
Total authorized	3,164	552	638
Applications in hearing	119	0	70
New stations requests	303	10	56
New station bids in hearing	67	0	10
Facilities change requests	146	11	45
Total applications pending	900	112	353
Licenses deleted in February	0	2	0
Cps deleted in February	0	0	1

---

* Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through April 10

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	385	88	473[1]
Noncomm. Education	18	5	23[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	351	323	674[1]
Noncomm. Educational	26	21	47[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,080	337	841	573	1,414[3]
Noncomm. Educ.	65		37	27	65[4]
Total	1,145	337	878	600	1,478[5]

[1] 176 cps (33 vhf, 143 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 44 already granted.
[5] Includes 718 already granted.

New Tv Stations . . .

APPLICATIONS

Coos Bay, Ore.—Pacific Television Inc., vhf ch. 11 (198-204 mc); ERP 12.22 kw vis., 6.12 kw aur.; ant. height above average terrain 712 ft., above ground 341 ft. Estimated construction cost $70,800, first year operating cost $48,000, revenue $48,000. P. O. address Box 548, Eugene, Ore. Studio location Coos Bay. Trans. location Coos County. Geographic coordinates 43° 21′ 18″ N. Lat., 124° 14′ 27″ W. Long. Trans., ant. RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington, D. C. Consulting engineer A. D. Ring & Associates, Washington, D. C. Eugene Television Inc., licensee of **KVAL-TV Eugene,** will be sole owner. Eugene principals include C. H. Fisher (26.67%), owner **KIHR Hood River, Ore.,** and eight others. Announced April 10.

Aguadilla, P. R.—Hector Reichard, vhf ch. 13 (210-216 mc); ERP 14.5 kw vis., 7.25 kw aur.; ant. height above average terrain 422 ft., above ground 319 ft. Estimated construction cost $131,177, first year operating cost $45,000, revenue $95,000. P. O. address % Mr. Reichard, Box 188, Aguadilla. Studio location Aguadilla. Trans. location Aguadilla. Geographic coordinates 18° 26′ 34″ N. Lat., 67° 09′ 08″ W. Long. Trans.-ant. GE. Legal counsel Frank Stollenwerck, Washington, D. C. Consulting engineer Kear and Kennedy, Washington, D. C. Mr. Reichard, owner **WABA Aguadilla,** will be sole owner. Announced April 10.

Existing Tv Stations . . .

ACTIONS

CALL LETTERS ASSIGNED

WEEQ-TV La Salle, Ill.—West Ceneral Bcstg. Co., ch. 35.

WANE-TV Fort Wayne, Ind.—Indiana Bcstg. Corp., ch. 15. Changed from WINT-TV.

WLWI (TV) Indianapolis, Ind.—Crosley Bcstg. Corp., ch. 13.

New Am Stations . . .

ACTIONS

Key West, Fla.—Florida Keys Bcstg. Corp.

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS
RADIO • TELEVISION • NEWSPAPER

EASTERN	MIDWEST	SOUTH	SOUTHWEST	WEST
MIDDLE ATLANTIC	NETWORK	FLORIDA DAYTIMER	AM & TV	CALIFORNIA NETWORK
$150,000	$350,000	$52,500	$300,000	$70,000
Unlimited independent doing a top job in an excellent market.	Major market fulltime. Well established. Liberal terms.	Rapidly expanding economy. Excellent potential. $25,000 down.	Operating in the black. Number one radio station in the market. A fine operation. Terms available.	29% down for this profit maker. Area is tops in living conditions. Facilities in good condition. Prospectus available to interested buyers.
WASHINGTON, D. C. Wm. T. Stubblefield 1737 DeSales St., N. W. EX 3-3456	CHICAGO, ILL. Ray V. Hamilton Tribune Tower DE 7-2755	ATLANTA, GA. Jack L. Barton 1515 Healey Bldg. JA 3-3431	DALLAS, TEX. Dewitt (Judge) Landis Fidelity Union Life Bldg. RI 8-1175	SAN FRANCISCO W. R. (Ike) Twining 111 Sutter St. EX 2-5671

Call your nearest office of
HAMILTON, STUBBLEFIELD, TWINING & ASSOCIATES

granted 1500 kc, 250 w unl. P. O. address 922 Eisenhower Dr., Key West. Estimated construction cost $49,638.53, first year operating cost $70,000, revenue $80,000. Principals include 10 stockholders, each holding 10%. They are: **J. M. Fernandez Jr., Dr. Edward Gonzalez, Dr. Lawrence B. Riggs Jr., Ygnacio Carboncll, F. J. Evans, H. E. Day, Merrie R. Warfield, William H. Kroll, Mrs. Sylvia G. Artman, Dr. F. S. Carbonell.** Announced April 4.

Galesburg, Ill.—Knox County Bcstg. Co. granted 1590 kc, 5 kw. P. O. address 1319 Fifth Ave., Moline, Ill. Estimated construction cost $44,815, first year operating cost $63,600, revenue $78,000. **G. LaVerne Flambo,** 100% owner, is owner of **WQUA Moline, Ill.,** and heads theatrical presentations firm. Announced April 4.

Hattiesburg, Miss.—Dave Arnold Matison Jr. granted 1310 kc, 1 kw D. P. O. address 420 S. 21st Ave., Hattlesburg. Estimated construction cost $13,300, first year operating cost $33,000, revenue $38,500. Mr. Matison is 25% owner, **WAML Laurel, Miss.,** and 12.5% **WDAM-TV Hattiesburg.** Announced April 4.

APPLICATIONS

Berryville, Ark.—Pat S. Goolsby and **James E. Oliphant** d/b as **America's New Era Radio** 1480 kc, 1 kw D. P. O. address ℅ Mr. Goolsby, Harrison, Ark. Estimated construction cost $11,655, first year operating cost $14,400, revenue $24,000. Mr. Goolsby (66⅔%), 50% owner **KLYR Clarksville, Ark.,** and Mr. Oliphant (33⅓%), radio technician, will be owners. Announced April 3.

Hemet, Calif.—L & B Bcstg. Co., 1320 kc, 500 w D. P. O. address ℅ **Luther Pillow,** 903 St. Francis, Kennett, Mo. Estimated construction cost $26,680, first year operating cost $48,000, revenue $60,000. Mr. Pillow, 5% owner **KWYN Wynne, Ark.,** and **William L. Miller,** contractor, will be equal partners. Announced April 10.

Rubidoux, Calif.—Gordon A. Rogers 860 kc, 1 kw D. P. O. address 5759 Riverton Ave., North Hollywood, Calif. Estimated construction cost $28,174, first year operating cost $52,000, revenue $75,000. Mr. Rogers, owner **KBLA Burbank, Calif.,** will be sole owner. Announced April 3.

Bunkie, La.—Bunkie Bcstg. Co. 1340 kc, 100 w unl. P. O. address ℅ **Charles T. Hook,** 3380 Convention St., Baton Rouge, La. Estimated construction cost $5,395, first year operating cost $18,300, revenue $24,000. Mr. Hook, television engineer, will be sole owner. Announced April 3.

Lewiston, Me.—Oliver Bcstg. Corp. 1380 kc, 1 kw D. P. O. address 477 Congress St., Portland, Me. Estimated construction cost $25,000, first year operating cost $65,000, revenue $72,000. **Horace Hildreth** *et al.,* interests in **WMTW (TV) Poland Springs, Me., WABI-AM-TV Bangor, Me.,** will be owners. Announced April 3.

Dover, N. J.—Lion Bcstg. Co., 1510 kc, 1 kw unl. P. O. address ℅ **Richard M. Glassner,** 60 Park Place, Newark, N. J. Estimated construction cost $45,389, first year operating cost $97,560, revenue $117,000. Principals include **Harry L. Goldman** (71%), public service director **WROW** and **WCDA (TV) Albany, N. Y.,** and **Leo Rosen** (23.7%), theatre manager. Announced April 10.

Cayce, S. C.—Lexington County Bcstrs., 620 kc, 500 w D. P. O. address ℅ **J. O. Tice Sr.,** Box 656, Lake City, S. C. Estimated construction cost $16,165, first year operating cost $61,000, revenue $72,000. Principals include **J. O. Tice Jr.** (60%), 51% **WBLR Batesburg** and **WMYB Myrtle Beach,** and 31% **WJOT Lake City,** all **S. C.,** and Mr. Tice Sr. (30%), 20% WJOT. Announced April 10.

Existing Am Stations . . .

ACTIONS

WONG Oneida, N. Y.—Granted increase power from 1 kw to 5 kw and remote control trans. Announced April 4.

KVEL Vernal, Utah—Granted change operations from 1340 kc, 250 w unl. to 1250 kc, 1 kw D. and remote control trans. Announced April 4.

KBHM Branson, Mo.—Granted increase power from 250 w to 1 kw and remote control trans. Announced April 4.

CALL LETTERS ASSIGNED

KIDD Monterey, Calif.—Pacific Ventures Inc., 630 kc. Changed from KXXL.

KSTR Grand Junction, Colo.—Mountain States Bcstg. Corp., 620 kc.

WDAX McRae, Ga.—Radio Telfair, 1410 kc.

KGAN Bastrop, La.—Bastrop Bcstg. Co., 990 kc.

KLPL Lake Providence, La.—Radio Services Co., 1050 kc.

KCLP Rayville, La.—Richland Bcstg. Co., 990 kc.

WTRU Muskegon, Mich.—Muskegon Bcstg. Co., 1600 kc. Changed from WKNK.

WOKK Meridan, Miss.—New South Bcstg. Corp., 1450 kc. Changed from WTOK.

KWYK Farmington, N. M.—Herman A. Cecil, 960 kc.

WYMB Manning, S. C.—Clarendon County Bcstg. Co., 1410 kc.

KBCS Grand Prairie, Tex.—Grand Prairie Bcstg. Co., 730 kc.

WPVA Colonial Heights, Va.—Harry A. Epperson Jr., 1290 kc. Changed from WCLA.

New Fm Stations . . .

ACTIONS

Palm Springs, Calif.—Richard T. Sampson granted 92.1 mc, 1 kw unl. P. O. address 843 Colton Ave., San Bernardino, Calif. Estimated construction cost $4,050, first year operating cost $12,000, revenue $18,000. Mr. Sampson, electronics wholesaler, will be sole owner. Announced April 4.

Riverside, Calif.—Leslie Morgan Wills granted 97.5 mc, 81 kw unl. P. O. address ℅ John D. George, Box 303, Loma Linda, Calif. Estimated construction cost $30,664, first year operating cost $18,600, revenue $16,400. Mr. Wills is former v. p.-gen. mgr., Standard Motor Freight Inc., Secaucus, N. J. Announced April 4.

Allocations—FCC by order amended the allocation table for class B fm stations following changes in New England area: Substitute ch. 271 for ch. 236 in **Worcester, Mass.;** delete ch. 270 from **Holyoke-Springfield;** exchange ch. 290 for ch. 291 in **Hartford, Conn.,** and ch. 291 for ch. 290 in **Bay Shore, N. Y.,** deleting latter ch. from **Boston, Mass.,** and **Albany, N. Y.;** and substitute ch. 300 for ch. 282 in **Keene, N. H.,** and ch. 241 for ch. 283 in **Mt. Washington, N. H.,** all effective immediately. Announced April 10.

Ownership Changes . . .

ACTION

WPAG-AM-TV Ann Arbor, Mich.—Granted positive control of licensee corporation by **Edward F. Baughn,** through purchase of stock (1%)

MAGNUSON QUIZ TO RATING SERVICES

INQUIRY into the *modus operandi* of all broadcast rating services "for informational purposes only" was initiated by Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Interstate & Foreign Commerce Committee, with a March 27 letter (including 14 questions) to the rating services [AT DEADLINE, April 1]. The text of his letter follows:

THE Senate Committee on Interstate & Foreign Commerce has been conducting an extensive study, involving lengthly hearings, with respect to the development of the entire television industry. During the conduct of this study, it has received a number of inquiries or complaints concerning the national rating services which now provide television program ratings. These have given rise to certain questions as to the possible effect of such ratings upon the program service being furnished the public.

It is certainly not my desire to interfere in any way with your conduct of what is essentially a private business; my only concern is with the possible impact of ratings upon the service the public receives and upon the over-all development of the television industry.

It is in this light that I would appreciate receiving the following information about the methods underlying your service:

(1) What portion of the United States is covered by your measurements? Please list the specific cities in which your measurements are taken.

(2) What services does your company provide to its subscribers? In this connection I would like to know whether you provide a purely national service, a series of local services, a combination of the two, or any other form of published rating information.

(3) Please indicate the number of services that you offer to the broadcast industry, such as ratings, sets in use, share of audience, and whether these are provided on an overnight basis, a weekly basis, a monthly basis or a semi-annual basis.

(4) How large a sample do you employ in collecting the information used for each service indicated in the answer to the preceding question? More particularly, list the number of samples taken in each specific city listed above and the manner in which they are taken.

(5) How is the composition of this sample determined? What efforts have been made to make it an accurate cross-section of the population in the area being measured? In other words, please spell out the criteria you have employed in developing the sample which you use. Is the selection of the sample made locally, or is it done by your national office?

(6) Will you please outline in complete detail the methods which you employ in obtaining information as to the programs which the public viewed at the time which you are seeking to measure. Indicate the devices employed, the number and nature of the personnel conducting the survey (if it is done by telephone or personal visit), the time when the measurement is taken in relation to the actual broadcast of the program,and the time required to process this information for publication. If you make telephone calls are your reports based only on the completed calls? Is the precentage of uncompleted calls published?

(7) What effect, if any, does the type of service ordered by a broadcast interest have on the manner in which you conduct your measurements?

(8) Does a quantity order by a specific broadcast group have any effect on the manner in which you conduct your measurements?

(9) Is any attempt made by your organization to correlate your results with other rating services? If not, why not? If so, how is this done?

(10) What are the advantages of your services over those offered by other rating bureaus?

(11) In your estimation what effect, if any, does the publication of your measurements have on the success, or lack of success, of various programs, or on the success or lack of success for a broadcast station in obtaining an account?

(12) In what form do you sell your services to subscribers? That is, do they place an order for your service on a regularly recurring basis or do you, upon occasion, conduct special surveys in selected markets, not ordinarily covered, on a specific order from a particular station or other interested party?

(13) What precentage of your revenue is received from the business placed with you by the networks by individual broadcast stations and by advertising agencies and others?

(14) Please furnish any other information which you feel would be necessary and helpful in giving the Committee a full and sound understanding of your method of operation and the effect it has on the public and the broadcast industry.

Thank you for your attention to this matter. I will appreciate your furnishing the above information at your earliest convenience.

Cordially yours,
(s) Warren G. Magnuson
Chairman

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$110,000.00

Profitable fulltime operation. Good potential for improvement for owner-operator. Real estate included. Reasonable terms.

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from **Florence G. Greene**, executrix of estate of Arthur E. Greene, deceased. Announced April 10.

APPLICATIONS

WLAY Muscle Shoals, Ala.—Seeks transfer of control of licensee corporation from **Gregory Bcstg. Corp.** to **John M. Latham, Robert G. Watson** and **Fred L. Thomas** for $69,000. Mr. Latham, (25%), chief engineer-announcer WLAY, Mr. Watson (25%), employe **WKTM Mayfield, Ky.** and Mr. Thomas (50%), owner WKTM, will be owners. Announced April 3.

KMOD Modesto, Calif.—Seeks assignment of license from **Radio Modesto Inc.** to **Modesto Bcstg. Co.**, for $161,500. Principals include **Evert B. Person** (38.13%) owner of **KSRO Santa Rosa, Calif.**, and **Frank McLaurin** (26%), sales manager KSRO. Announced April 3.

KONG Visalia, Calif.—Seeks assignment of license from **The Voice of Fresno to Air Waves Inc.**, for $35,000. **Harry E. Layman**, real estate interests, will be sole owner. Announced April 10.

WTRL Bradenton, Fla.—Seeks assignment of license from **Trail Bcstg. Corp.** to **Blue Skies Bcstg. Corp.** for $81,427. **Principals include James H. Lockhart Jr.** (79.7%), medical doctor, and **Daniel M. Beach Jr. (11.6%), attorney.** Announced April 10.

WKTL Kendallville, Ind.—Seeks assignment of license from **Noble-DeKalb Bcstg. Co.** to **WKTL Inc.** for $47,500. Principals include **T. M. Nelson** (67%), 50% applicant for **WHLT Huntington, Ind.**, and **Howard G. Pearcy** (25%), sales manager **WILO Franfort, Ind.** Announced March 28.

WEKY Richmond, Ky.—Seeks transfer of control of licensee corporation from **WEKY Inc.** to **O. C. Halyard, T. C. Quisenberry** and **Hattie B. Quisenberry** for $31,000. Mr. Halyard, gen. mgr. WEKY, and Mr. Quisenberry, finance interests, will each own 45%. Mrs. Quisenberry will own 10%. Announced April 10.

KATZ St. Louis, Mo.—Seeks assignment of license and cp from **Bernice Schwartz** to **Rollins Bcstg. Co.** for $32,500. Principals include **O. Wayne Rollins** (50%) and **John W. Rollins** (45%). Rollins Bcstg. also owns these stations; **WAMS Wilmington, Del., WNJR Newark, N. J., WRAP Norfolk, Va., WGEE Indianapolis, Ind., WBEE Harvey, Ill.** and **WPTZ (TV) North Pole, N. Y.** Announced April 3.

WTVD (TV) Durham, N. C.—Seeks transfer of control of permittee corporation from **Durham Bcstg. Enterprises Inc.** to **Durham Television Co.** for $337,500. **Frank M. Smith** (13.29%), **J. Floyd Fletcher** (12.5%) and 31 others will be owners. Mr. Smith owns 33⅓% cp for ch. 40 Baton Rouge, La. and 18.07% **WROW Albany, N. Y., WCDA (TV) Albany,** and **WCDB (TV) Hagaman,** both N. Y. Mr. Fletcher formerly owned 24.9% WTVD (TV). Announced April 10.

WTIK Durham, N. C.—Seeks assignments license and cp from **Mid-Carolina Bcstg. Co. W & W Bcstg. Co.** Corporate change. No change of control. Announced March 28.

WPFD Darlington, S. C.—Seeks assignment of license and cp from **Central Bcstg. Co.** to **Community Bcstrs.** for $41,500. Owners will be Mr. and Mrs. **Ralph W. Hoffman**, 50% owners of **WULA Eufaula, Ala.** Announced March 28.

KNEW Spokane, Wash.—Seeks assignment of license from **Inland Empire Bcstg.** to **Mount Rainier Radio & Television Bcstg. Corp.** Corporate change. No change of control. Announced April 3.

Hearing Cases . . .

By Commissioner John C. Doerfer

C. L. Trigg, Lubbock, Tex.—Granted petition for extension of time to April 26 to file reply to petition for review of order of hearing examiner denying petition for leave to amend filed by **Texas Technological College** in ch. 5 proceeding. Action April 9.

By Commissioner Robert E. Lee

Cherry & Webb Bcstg. Co., Providence, R. I.—Granted petition for extension of time to April 8 to file replies to exceptions to initial decision and motion for remand in proceeding on its application for cp for new tv on ch. 12 in Providence, and for special temporary authorization. Action April 4.

Stern Bcstg. Co., Ridgewood, N. J.—Granted joint petition only insofar as it requests extension of time to file exceptions to initial decision issued re their am application and that of **Great South Bay Bcstg. Co., Islip, N. Y.**, and that time is extended to April 22. Action April 4.

KNOE Monroe, La.—Granted informal request to withdraw its petition for review of examiner's ruling and request for stay pending determination by the Commission in am proceeding on its application, *et al.* Action April 5.

Routine Roundup . . .

BROADCAST ACTIONS

By the Broadcast Bureau

Action of April 5

WJPB-TV Fairmont, W. Va.—Granted mod. of cp to change ERP to vis. 5.37 kw, aur. 2.88 kw, change studio and trans. location, install new trans., change type of ant. and make other equipment changes.

Actions of April 4

The following were granted extensions of completion dates as shown: **KMMT (TV) Austin, Minn.**, to 10-20; **KOOK-TV Billings, Mont.**, to 7-1; **KODE Joplin, Mo.**, to 7-10, condition.

The following stations were granted authority to operate trans. by remote control: **WOW Omaha, Neb.; WABA Aguadilla, P. R.**

Actions of April 3

WTBF Troy, Ala.—Granted license covering change of facilities, installation of new trans. and DA, and change trans. location; condition.

WBEC Pittsfield, Mass.—Granted license covering installation of new trans. and DA-2, and change ant.-trans. location; conditions.

KBRL McCook, Neb.—Granted cp to change type trans., change studio location and operate trans. by remote control.

KNIT Abilene, Tex.—Granted mod. of cp to change ant.-trans. location and specify studio location and remote control point.

WFSC Franklin, N. C.—Granted mod. of cp to change type trans., change studio location and operate trans. by remote control.

WMNS Olean, N. Y.—Granted mod. of cp to change type trans. and change studio location and remote control point.

WTYT Titusville, Fla.—Granted extension of completion date to 9-29.

Actions of April 2

WTRI (TV) Albany, N. Y.—Granted mod. of cp to change ERP to vis. 490 kw DA, aur. 251 kw DA, change type of trans., install new ant. system and make other equipment changes.

WDBJ-TV Roanoke, Va.—Granted extension of completion date to 10-4.

Actions of April 1

WCEF Parkersburg, W. Va.—Granted authority to operate trans. by remote control.

WEIM Fitchburg, Mass.—Granted license covering change in daytime power, change from DA-N to DA-2 and install new trans.

WBSM New Bedford, Mass.—Granted license covering installation of new trans. and DA-2 and change ant.-trans. location; conditions.

Granted licenses for the following am stations: **WLOB. Casco Bcstrs. Corp., Portland, Me.; WTSN, WTSN Inc., Dover, N. H.,** conditions; **WLIS, Long Island Sound Radio Corp., Old Saybrook, Conn.**

WCRB Waltham, Mass.—Granted license covering increase D power, install new trans. and make changes in daytime pattern; conditions.

April 10 Applications

ACCEPTED FOR FILING

Modification of Cp

KTVC (TV) Ensign, Kan.—Seeks mod. of cp to change ERP to 28.4 kw vis., 14.2 kw aur.

Following seek mod. of cp to extend completion dates as shown: **KAKT-TV Alpine, Tex.**, to 10-57; **KOOS-TV Coos Bay, Ore.**, to 10-29-57; **WBIR-TV Knoxville, Tenn.**, to 11-1-57.

License to Cover Cp

KTKT Tucson, Ariz.—Seeks license to cover cp which authorized change frequency, power and hours and install new trans. and DA-D.

WVET Rochester, N. Y.—Seeks license to cover cp which authorized change ant.-trans. location.

KDFW (FM) Cedar Hill, Tex.—Seeks license to cover cp which authorized new fm.

UPCOMING

April

April 22: United Press Broadcasters of Conn., Hotel Statler, Hartford.

April 22: Connecticut Broadcasters Assn., Hartford, Conn.

April 22-26: American Film **Assembly, Statler** Hotel, New York.

April 24-26: Annual Conference, American Public Relations Assn., Warwick Hotel, Philadelphia, Pa.

April 25-27: Annual meeting of the American Assn. of Advertising Agencies, the Greenbrier, White Sulphur Springs, W. Va.

April 25-27: Western States Advertising Agencies Assn., annual conference, Oasis and Desert Inn Hotels, Palm Springs.

April 25-27: New Mexico Broadcasters Assn., Deming.

April 25-28: Annual convention, American Women in Radio & Television, Chase Park-Plaza Hotel, St. Louis.

April 26: United Press Broadcasters of Mississippi, Buena Vista Hotel, Biloxi.

April 26-27: Annual Spring Television Conference, Engineering Societies Bldg., Cincinnati.

April 28-May 4: Brand Names Week.

May

May 1-3: Electronic Components Symposium, Morrison Hotel, Chicago.

May 2-3: International convention of International Advertising Assn. Inc., Hotel Roosevelt, New York City.

May 5-11: National Radio Week.

Continues on page 137

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Payable in advance. Checks and money orders only.

- DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.
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No charge for blind box number.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Active eastern broadcasting group in expansion move. Wants experienced personnel able to work and invest in corporation. Send complete background including references and funds available. Box 279G, B•T.

Station owner wants to incorporate because he has other interests. Will take in one or more people who will work in station. Your chance to be in business for yourself. Must be strong in all phases of small station operation. Absolutely no absentee investors. Rocky Mountain area. Box 355G. B•T.

Management

Here's a chance of a lifetime for program director or chief announcer to step up to management level. Growing organization in eastern United States needs a young married man with car for assistant manager position. Job offers opportunity at managership in near future. Send tape, resume, photo to Box 861E, B•T.

Major Illinois independent needs an outstanding producer strong on sales. Excellent deal for the right man. Box 168G, B•T.

Have terrific deal daytime indie. Excellent future, invest $7—$15,000 and get in your own station. Station one year old and in black. Rocky Mountain area. You can own up to 49% if you can produce. Box 356G, B•T.

Sales

Single station, medium size market. Draw against commission. Excellent opportunity with attractive future. Please forward details, photo and references. Box 170G, B•T.

East coast major market independent needs top-flight salesmen. Salary and commission. Ideal opportunity for right men. Box 291G, B•T.

Excellent opportunity for a young experienced salesman, preferably in his early thirties and married, to earn the position of sales manager of the top-rated 5000 watt station in a small New England city. Starting compensation of $100 per week against 15% commission. A responsible salesman with ideas ready to advance rapidly. Write details and enclose photo to Box 347G, B•T.

A real salesman can make $2,500 in 50 days and stay with station in special promotion. Work hard, make money and buy stock in station if you desire. Denver, Colorado market. Box 354G, B•T.

If you can sell them and keep them services . . . live on $5,000 to $6,500 a year . . . and realize high pressure sales are short lived . . . there's a job for you in the nothern Indiana vacationland. Write Box 365G, B•T.

Opportunity for experienced salesman. Good market. Good deal. KFRO, Longview, Texas.

Salesman for top-rated indie. Guarantee against commission. Ralph Klein, Manager WCCC, Hartford, Connecticut.

Account executives wanted. If you have been a successful radio salesman in a medium size market and feel you are ready to move up to a major market and crack the big-time, WEAM is interested in your future. We are the most powerful independent in Washington, D. C., area. You must have a successful sales history in addition to the usual high qualifications in order to merit consideration for this position. Salary and commissions. Write Sales Manager, WEAM, Arlington, Virginia.

RADIO

Help Wanted—(Cont'd)

Sales

WFRL, Freeport, Illinois offers $400.00 per month initial guarantee for 3 months, then guaranteed draw and commission proposition that pays up to 40%. Call Dave Taylor.

Experienced and dependable salesman needed. One radio, one television. Salary and incentive. Good opportunity with NBC owned station. Write, wire, or phone Gustave Nathan, for interview, WNBC, 1422 New Britian Avenue, West Hartford, Conn.

Challenging opportunity at new popular music daytimer, selling top deejay on 910 kc in market of 150,000. Contact WRKE, American Theatre Building, Roanoke, Virginia. Good draw against five figure potential.

Announcers

$700 a month for DJ with glib, fast-paced delivery. Rhyming intros to records. Limited rock 'n roll, mostly good pops and albums. Wanted by station in Midwest. Box 781E, B•T.

Minnesota station needs first class engineer-announcer. Must be good announcer. Good salary. Box 247G, B•T.

Leading southern daytime station wants announcer-copywriter; salary open; no drifters. Box 252G, B•T.

Multiple station operation needs combination pop—r & r DJ's. Send tape and resume. Box 264G, B•T.

Illinois station seeks network quality announcer on local station budget. $80.00 for 44 hours. Box 265G, B•T.

A lifetime opportunity for top-grade DJ—also newsman—power station in big market, Great Lakes area, has opening for first-rate man with good record in small or medium size market and ready to move up; include all details first letter; airmail tape including music intros and commercials. Box 270G, B•T.

Number 1 station in Florida east coast market needs two hard working production perfect personality announcers willing to write copy and produce commercials. Box 321G, B•T.

Staff-sports, seven years experience, play-by-play, news, music. Would like opportunity television. Colorado and points west. Present earnings $500 month. Box 334G, B•T.

First phone combo strong on announcing. Eastern Michigan. If you've got it—we'll buy it. Box 348G, B•T.

Midwest radio station wants disc jockey with plenty of pep. Wonderful opportunity for energetic personality. Opportunity to work in tv, also send check and complete info to Box 358G, B•T.

Need a 1st class combo man, no technical work . . . start at $80 a week with $5 increase after 13 weeks of 40 hours a week. Vacation paid . . . hospital benefits insurance plan . . . and good working conditions in northern Indiana. Reply Box 364G, B•T.

Opportunity for good married staff announcer. Send resume. ABC Network. KFRO, Longview, Texas.

RADIO

Help Wanted—(Cont'd)

Announcers

Negro DJ's—experienced in R & B and religious. Immediate opening at KOKY, Little Rock, or WOKJ, Jackson. Send details and photo to Box 2267, Jackson, Mississippi, or Box 1956, Little Rock, Arkansas.

Hutchinson, Kansas: 1000 independent in wealthy, aggressive town of 42,000. Immediate opening for flexible, mature, voiced, experienced announcer. Must be ready for polished, fast moving popular music operation. Salary commensurate with ability. Airmail DJ-news-commercial tape, complete background, photo and salary requirements. J. D. Hill, KWHK.

Staff announcer, young, single. Will accept an inexperienced man with radio school training. Write or call Program Director, WAYB, Waynesboro, Virginia. Position open in May. No tapes now.

Expanding 5 kw daytimer needs two personality combo deejays with 2nd or 3rd class tickets that stand publicity and still keep feet on ground. Stress on announcing. One first radiotelephone announcer, stress on maintenance. Contact Chief Engineer, WERH, Hamilton, Alabama.

Experienced morning disc jockey for new 5000 watt station. Must have wide awake sound with good voice. Send tape, complete letter and picture immediately, WHIY, Fort Gatlin Hotel Building, Orlando, Florida.

Summer replacement announcer including some television. Contact Operations Manager, WJAR-TV, Providence, Rhode Island.

Combo man with first phone . . . emphasis on announcing . . . $80 for 40 hour week, addition to staff . . . phone collect, WMIC, Monroe, Michigan. Cherry 1-5554. Ask for George Stearns or Bob Norwood.

Opening for experienced staff announcer. Send tape and resume. Tape will be returned. Midwesterner preferred. WSMI, Litchfield, Illinois.

Immediate opening for announcer with first class ticket at west central Pennsylvania daytimer. Call Bill Raihall, WNCC Radio, Barnesboro, Pennsylvania. Phone Barnesboro 1010.

Ground floor opportunity. New 1 kw daytimer, music-news format. Taking air this month. Good salaries for qualified announcers. Copywriting helpful. Excellent hunting, fishing territory in Central Louisiana. Rush returnable tape, resume, photo. James H. Martin, Delhi, Louisiana.

Wanted: Two announcers. Must have first phone. No maintenance. Box 485, Aberdeen, Maryland.

Technical

Expanding organization needs a chief engineer with good maintenance ability. Must have car and be able to assume responsibility for repair and purchase. Good salary. Possibility of installing new station in near future. Send photo and resume to Box 860E, B•T.

Engineer to operate complete radio link mobile studio. No air work. Box 281G, B•T.

Help wanted: First ticket enginer for a.m. station in Chicago, experienced. Box 336G, B•T.

Chief engineer-announcer for 1000 watt fulltime directional in southwest. Will have complete responsibility of maintenance, repair and operation. Good working conditions with potential. Send tape, background and salary requirements first letter. Box 367G, B•T.

NEED HELP

In getting top personnel for your operation?
Then use a classified ad on this page.

RADIO

Help Wanted—(Cont'd)

Technical

Need first class engineer. Car necessary. Transmitter work. 44-hour week. KGNO Dodge City, Kansas.

Engineer needed . . . combo or otherwise, with progressive fulltime independent station. Excellent opportunity. Contact Al Kahn, Station Manager, WAGR, Lumberton, North Carolina.

Chief engineer, 1000 watt am-fm radio station. Attractive terms and benefits. Opening now. Write or call in person, W. W. Burdow, WBEC, Pittsfield, Mass.

Wanted immediately—combination engineer-announcer must have a first class ticket. Good salary. Send your tape and data to L. Lansing, WBRV Radio, Boonville, New York.

First class engineer-announcer. $5000 plus. WFKY, Frankfort, Kentucky.

Immediate opening for capable engineer with first class radiotelephone license WICA-AM-FM, Ashtabula, Ohio.

Three engineers, expanding operations. Ed Kennedy, WILM, Wilmington, Delaware.

Wanted immediately, experienced, first phone engineer, no announcing, 5kw directional. Contact H. W. Jackson, Chief Engineer, WMMN, Fairmont, West Virginia.

First ticket. First class announcer. Hired. Phone WTAY, Robinson, Illinois.

Engineer for am-fm radio and new mobile service company. Hawkins Broadcasting Service Company, 920 King, Wilmington, Delaware.

Programming-Production, Others

Wanted: Creative, promotion minded continuity writer for 1000 watt eastern Ohio independent station. Open immediately. Send full background material. Box 256G, B•T.

Versatile news editor for newspaper owned station in northeast. Three man fulltime staff. Also will handle weekly discussion program. Box 330G, B•T.

Top-fight continuity man or woman needed. Write KVBC, Farmington, N. M. $80. per week. Box 333G, B•T.

Program director. Mature, sober, experienced all phases radio, with administrative ability, for old established midwest Minnesota 1 kw network station. Aggressive, strong on follow through, promotions, gimmicks, sales-minded. Creative programming for adult audience. Character ability references required. Send tape, photo, resume. Box 357G, B•T.

Traffic manager wanted for CBS affiliate in Miami. Send full information on background, experience, qualifications and photograph immediately, WGBS Radio, 1605 Biscayne Blvd., Miami, Florida.

Aggressive new 5000 watt station wants one more experienced and successful salesman to complete staff. Send complete information and picture first letter immediately. WHIY, Fort Gatlin Hotel Building, Orlando, Florida.

WHOT wants experienced all around newsman. Send tape and resume to WHOT, Youngstown 8, Ohio.

Radio copywriters, experienced, needed by NBC owned station. Write, wire, or phone Gustave Nathan, for interview, WKNB, 1422 New Britain Avenue, West Hartford, Conn.

Situations Wanted

Management

Production-minded, sales-minded manager-engineer wishes to change in the south. Plenty of experience and know-how. Excellent references. Experience in small and large markets. Box 326G, B•T.

Looking for assistant manager opening: Extensive radio background all departments: Combo, (1st phone) sales, (two station market) programming, news, continuity, college, four years radio, thirty years old. Box 337G, B•T.

RADIO

Situations Wanted—(Cont'd)

Management

Salesman, eleven years experience. Three years sales-manager. Good record, best references. Married, two children. Want manager or sales manager. Box 341G, B•T.

Manager—through the ranks, experienced sales, programming, announcing, creative, salesable ideas. Dignity with humility, tack with diplomacy. Age 29, married, college graduate, community minded. Presently employed. Midwest preferred. Box 349G, B•T.

General manager able to cope with heavy sales and rating competition. 29 years old, family man, top references. Box 352G, B•T.

Young family man desires opportunity to manage station with possibilities. Experienced all phases. Pulled present station from 3rd to 1st in nine months. Current salary $7,200. Box 362G, B•T.

Hypo your sales with this outstanding sales-management team comprised of 2 highly successful time salesmen with management experience who employ the latest in time sales techniques. Traffic-bookkeeping by manager's wife. Interested in managing—operating—leasing—buying—investing your property. Reply Charlie Powers and Jim DeCaro, 6735 Amingo Avenue, Reseda, California. Dickens 3-0488.

Sales

Radio or tv sales—2 years radio, presently employed tv, interested in more money, permanent position. Married, college, prefer south. Box 312G, B•T.

Announcers

Girl personality—DJ, run own board, eager to please. Free to travel. Gimmicks and sales. Box 688E, B•T.

Baseball play-by-play announcer. Seven years experience. Finest references. Box 975E, B•T.

Personality-DJ—strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 215G, B•T.

Announcer seeking staff work. Sports play-by-play—sales work, DJ work. Will send tape. EL 6-0779. Box 301G, B•T.

Announcer will satisfy. 2½ years of staff DJ, copywriting, production, sports. Box 308G, B•T.

Announcer: Graduate radio-tv school. Good voice. Good delivery. Good copywriter. Seeks first opportunity. Excellent references. Married. Box 309G, B•T.

Announcer—deejay with 1½ years experience seeks relocation in N.Y.C. and vicinity area. Salary no problem if location is as desired. For tape and full info, write Box 313G, B•T.

Negro DJ, versatile, all phases. Good board operator, travel. Box 315G, B•T.

Lady announcer wants position as announcer and commentator. Northern states or Canada preferred. Box 320G, B•T.

Arizona, California, Texas, New Mexico. Announcer 10 years independent and network affiliate experience. Presently employed. Steady. 5 years same job. Family. Have been program director, sports, editor, staffer. Versatile. Box 322G, B•T.

Announcer. 10 years solid commercial experience. Interested all offers anywhere. Box 323G, B•T.

Sportscaster. Placement with staff doing baseball in any league or city. Excellent re-creations. Sincere. Box 325G, B•T.

Husband and wife radio team experienced all phases, man handicapped but capable first phone announcer. Your opportunity to get 2 experienced radio voices for the price of one. Will consider investing in right operation. Southwest only. Box 328G, B•T.

Announcer. Negro. Real rocking disc jockey. Some experience. Tape available. Box 332G, B•T.

Qualifications: Emcee of musical presentations, sports announcing, third phone, desire to learn. Box 342G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Experienced, dependable DJ desires relocation. Presently employed as PD, third phone, handle all programs. Calif., Oregon, Washington. Box 343G, B•T.

Staff announcer, four years experience. Also sales, experience all type radio work. Married, minimum salary $75.00 week. Available immediately. Box 350G, B•T.

1st phone, announcing school graduate. Beginner, no car. State salary. Box 361G, B•T.

Available! Experienced program director, disc jockey, newsman, staff. Family man. Box 368G, B•T.

I won't hollar, I refuse to yell 'cause smiles and sincerity sell. Forty miles around New York City. (Poetry because my girl thinks she's witty.) Box 370G, B•T.

Speech degree, radio and tv communications. Strong news and commercials. Age 28, married. Bill Brown, 3049 S. Harding Avenue, Chicago 23, Illinois. Cliffside 4-1223.

Experienced announcer-salesman, operate board, do play-by-play all sports, 15 years radio. Free to go anywhere. Can come now. J. W. Carrick, 356 Tibbetts Place, Austin, Texas. Phone GReenwood 7-5087.

1957 June graduate, Michigan State U. with B.A. Degree in radio-tv production will consider any position anywhere. High interest in sports, DJ, and news. Excellent references. AERHO member. A. B. Cudworth, 150 Sherwood Road, Williamston, Michigan.

Announcer seeking permanent fulltime position. Married, will travel. Dale Cullen, R 1, Box 190, Elkhorn, Wisconsin.

"Saxon" most unusual night DJ on West Coast now available. Major market . . . California preferred. Marv Saxon, 434 South Palm Drive, Beverly Hills, California.

Technical

Chief engineer-announcer. 4 years. Will assume responsibility for operation, maintenance, planning, construction. Currently upper Midwest. $600 monthly moving expenses. Box 304G, B•T.

First phone combo man—tired of playing the big shot personality, desire position in west coast directional or power station. Excellent voice, good engineer. Box 314G, B•T.

Engineer, 1st phone. Operation and maintenance experience. Box 335G, B•T.

Chief-engineer-announcer. Lots of experience both fields. Family man. Non-drinker. South only. $115.00 per week. Box 359G, B•T.

Programming-Production, Others

Disc jockey, idea gal, program director, station's best pal. Production expert guaranteed, hire me, I'm what you need! Box 300G, B•T.

Program director, assistant manager, seeks position with outstanding operation. Eight years experience, married, college, 34. Box 306G, B•T.

5 years experience news—sales. Family—sober. Texas. Presently employed. Box 317G, B•T.

Farm director. Experienced, authoritative, successful. Can produce programs that sell. Box 324G, B•T.

Newsman—gather, write, edit, air. Ten years radio experience. Can work own board. No drifter. Want healthy surroundings for family. Box 339G, B•T.

THE FASTEST WAY to get that "special" job is a classified ad on this page.

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Six years announcing. PD and tv experience. Seeking news or programming department in radio and/or television. Prefer east. Presently employed. Will answer all replies. Box 360G, B•T.

News specialist seeks position with news-conscious, quality station in the east. Box 362G, B•T.

Newscaster-reporter-editor. 6 years radio experience. Heavy on local news, interviews, special events. Past RTNDA Director. 28. Family. Box 366G, B•T.

Storz trained program director-news director and top-flight personality wants to relocate with progressive independent. Have tremendous major market background in all phases of programming, etc. Definitely looking toward future. For full information, tape, and references write Box 371G, B•T.

Award winning Canadian newsman immigrating to U.S.A. Top-rated, reliable, nine years experience, married. Seeking permanent employment, presently news director-radio-tv. Prefer radio. Write, wire, phone H. J. Tate, 348 Yonge Street, Kingston, Canada.

TELEVISION

Help Wanted

Management

Expanding vhf television station needs experienced tv announcer or radio announcer with tv potential. Also need experienced television news director or newsman capable of moving up. Please send photo, tape and resume. Reply Box 250G, B•T.

Sales

Experienced and dependable salesman needed. One radio, one television. Salary and incentive. Good opportunity with NBC owned station. Write, wire, or phone Gustave Nathan, for interview, WNBC, 1422 New Britian Avenue, West Hartford, Conn.

Announcers

Sports announcer. Television. No play-by-play. Strong on personality and interview. Position open immediately. Send full information to J. Kelin, Program Director, P.O. Box 470, Rockford, Illinois.

Technical

Wanted immediately, tv technician, FCC first class radio telephone license required. No experience necessary. Well established company offers unusual opportunities for advancement. State experience, salary desired, and enclose snapshot. Box 209G, B•T.

Wanted immediately studio technical 1st phone. Experience necessary. Pleasing personality a must. Must have reliable references. Box 302G, B•T.

Immediate opening first phone tv transmitter engineer. Northwestern Pennsylvania uhf. Qualifications and snapshot first letter. Box 319G, B•T.

Tv engineer, first class license. Established tv operator. Salary depends on experience and ability. Opportunity for advancement. State experience, salary desired and enclose snapshot. Chief Engineer, KKTV, Colorado Springs, Colorado.

First class license tv transmitter operator. Tv experience desirable but not essential. If you like skiing this is an unparalled opportunity. Transmitter at Stowe, Vermont. Station provide head skis. Liberal food allowance plus mileage. Reply Chief Engineer, WCAX-TV, Burlington, Vermont.

Programming-Production, Others

News director. We offer an excellent opportunity to a mature, aggressive newsman to gather, edit and present two newscasts daily on midwestern regional vhf. He will be a one-man staff backed by AP wire and fax and local film facilities and must be willing and able to supplement these sources with local stories which will require setting up of contacts and some real digging. Give full details of training and experience in first letter. Box 331G, B•T.

TELEVISION

Help Wanted—(Cont'd)

Programming-Production, Others

Copywriter for NBC-ABC vhf channel 10 with radio newspaper affiliation. Experience preferred, but June graduates acceptable. Hal Heidbreder, WGEM-TV, Quincy, Illinois.

Situation Wanted

Management

Manager-commercial manager. 6 years tv, 10 years radio. Also network and agency. Best references previous stations. Box 200G, B•T.

Technical

Engineer, audio and video experience and capable of good maintenance. Would like permanent position offering stable future. Box 334G, B•T.

Programs-Production, Others

News director and/or public affairs director—will consider assistant directorship. Under 35, but with most unusual and complete background on all levels of television news policy, preparation, production and personnel questions. Highest references from industry leaders. Will only consider one of top twenty-five market areas. Minimum salary: $8,000. Can assure that news and/or public affairs department under his direction will become one of the finest, most profitable (in good will and dollars) and most talked-about in America. All details on request. Box 290G, B•T.

Director, 4 years experience. 7 years radio-tv announcing. 31, mature, BA degree. Permanent. Box 329G, B•T.

Caution: If you're not interested in perfection, versatility, new commercial ideas . . . then don't write. If you want more information about an experienced tv director (4 years) who thrives on competition, write Box 340G, B•T, expensive but worth more.

Experienced television director, conscientious, versatile and dependable. Desire position with progressive organization. Presently director with basic CBS affiliate. Box 353G, B•T.

Producer-director. 7 years New York tv. Experienced in all phases independent tv operation. Will relocate preferably as program director. Salary open. Box 318G, B•T.

Available immediately, practically-trained, top-flight production personnel, all categories. Call Northwest First. Northwest Radio & TV School, 1221 NW 21st, Portland 6, Oregon. Also Hollywood, Chicago, Washington, D. C.

FOR SALE

Stations

Moneymaking kilowatt, excellent frequency daytimer, 2 station market, midsouth, $65,000. No brokers, $30,000 down. Box 311G, B•T.

Southwest—fulltime local channel station in town of 10,000, county of over 20,000. Need owner-manager to put over. Reasonably priced, long terms, low down payment, to responsible person. Box 327G, B•T.

Single station market daytimer Tennessee. Total price $45,000 or majority for less and on terms. This and 15 other stations currently available through Paul Chapman Company, 84 Peachtree, Atlanta.

Kilowatt am available. Pacific coast college town. $10,000 down will handle. Our No. 9886. May Brothers, Binghamton, New York.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

1—Presto type H portable playback 33 and ⅓ and 78 rpm. 1—RCA 73B recorder with diameter equalizer, microscope and temperature controlled head. Box 303G, B•T.

For sale, image-orthicon tubes, RCA, type 5820, tested and guaranteed @ $150.00 each. Box 307G, B•T.

For sale: 2 Presto 16" transcription cutting tables model 6E (similar to Presto 6N) with 12-112 lines/inch inside-out feed screws, and 1 outside-in feed screws; 2 Presto 1-C cutting heads, 1 Presto 1-D cutting head. Equipped with Fairchild hot-stylus kit. Includes Presto 85A recording amplifier, and 190A equalizing and switching mechanism, with radius equilizers. All units complete with portable carrying cases. This equipment in use at the present time. Box 310G, B•T.

Will trade station equipment for am tower. Also want magnecorder transport mechanism. Box 369G, B•T.

For sale: One General Electric 10kw fm amplifier, model 4BF3A1, with four GL 5518 tubes. Price in Sacramento: $2,800.00. Also, one Collins 37M4 side mount ring antenna. Price: $700.00. For information contact KGMS, Hotel Sacramento, California.

The future is a matter

of choice, not chance . . .

If being a deejay is YOUR profession, perhaps you'd like to join a professional deejay organization. We've openings for really GOOD disc jockeys at KLIF in Dallas and KTSA in San Antonio. Join a rapidly growing organization by sending your audition tape and background info to:

Gordon McLendon
2104 Jackson Street
Dallas, Texas

FOR SALE

Equipment

For sale: Collins 21A broadcast transmitter . . . good condition. KLPM, Minot, North Dakota.

For sale: Andrew 737 coax cable, 315 ft., under pressure, with end terminals attached. Normally priced $462.50—lot now $300.00. Wire or phone Mr. Joe Woods, Gates Radio Company, Houston, Texas, phone CApitol 8-8536.

General Electric 10kw fm transmitter, Andrew four element "V" antenna, Johnson iso-coupler, 3⅛ inch and 1⅞ inch transmission line, General Electric BM-1A monitor. Equipment located Miami. Contact Dale Moudy, Engineering V.P., The Storz Stations, Kilpatrick Building, Omaha 2, Nebraska.

Complete DuMont camera chain. Pickup control and monitor. Portable sync generator. Pedestal dolly. 90mm, 50mm, and 135mm lens. Also tripod and tracking dolly, miscellaneous lights, mike boom and film editing equipment. Sound projector. All excellent condition. Very reasonably priced. Can be seen in Washington, D.C. Contact W. A. Sawyer, Northwest Schools, 1221 N.W. 21st, Portland, Oregon. Phone CApitol 3-7246.

Disc-recorder—Presto, Rek-O-Kut, and Fairchild equipment. Like new, write for details and reasonable price. Box 204, Effingham, Illinois.

WANTED TO BUY

Stations

Experienced broadcasting corp. expanding operations. Seeking eastern area station with billing up to $300,000. Will consider local if profits or potential warrant. Give full outline first letter. Box 278G, B•T.

Private conservative service, New Mexico, Colorado, Texas, Oklahoma, Kansas, Arkansas, Missouri, Louisiana. Ralph J. Erwin. Broker. Tulsa, Shreveport, Albuquerque, 1443 South Trenton, Tulsa.

Equipment

One, three, of five kw. Fm transmitter, and monitor. Box 164G, B•T.

Wanted: One kw transmitter, any make, in good condition and associated equipment for new station. Box 305G, B•T.

Single phase fm transmitter wanted, also antenna and monitoring equipment if available. Box 338G, B•T.

Need used 5kw transmitter for Florida station—state age, condition and price. Box 345G, B•T.

Western Electric 639 microphones, any condition. Pentron 9T-3C tape recorders, any condition. Professional tape recorders, any condition. Box 346G, B•T.

Need up to 1200 ft. 3⅛" line. Will buy any quantity in good condition. WJBF, Augusta, Georgia.

Used fm frequency and modulation monitor in good condition. Contact Chief Engineer, WPAR, Parkersburg, West Virginia.

Automatic film developer, preferably Houston or bridgamatic, reversal model only. WSAV-TV, Savannah, Georgia.

REL model 695, fm transmitter and receiver. WSIC, Statesville, N. C.

Wanted, good rack mounted Magnecord tape recorder with amplifier, advise condition, model, age, speed, price, etc.—Bill Tomberlin, 2917 W. Temple Street, Los Angeles 26, California.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk B-A, 821 19th Street, N. W., Washington 6, D. C.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School. Dept. B, 1627 K Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

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Resume trouble? "Do-it-yourself resume kit" will assist you find the position you want. Professionally designed to form six attractive brochures. Ready to mail as soon as you enter your personal data. Only $2.00. Sterling, 192 Clark, Dept. 29, Chicago 1.

RADIO

Help Wanted

Sales

OPPORTUNITY

For Radio Salesman to move up the ladder to a big station in a Major Market. Sales Representative wanted by 50,000 watt, clear channel station in the Midwest. This major network affiliate is recognized as one of the country's top stations. Only interested in someone who believes in radio . . . and good radio. Send full details to

Box 262G, B•T

Announcers

TV•AM•ANNOUNCERS NEED TWO

METROPOLITAN MIDWEST MARKET. OVER 1 MILLION. PIONEER AM•TV STATION DESIRES STRONG PERSONALITY, GOOD ADLIB, PRESENTABLE ON CAMERA — EXCELLENT OPPORTUNITY. STATION HAS ORIGINATED NETWORK PROGRAMS. SEND TAPE AND PICTURES TO BOX 316G, B•T. PERSONAL INTERVIEW FOLLOWS.

WHAS & WHAS-TV

are accepting applications for
. . . . a staff announcer who has the experience and the versatility to meet our high program standards.
. . . . a sportscaster who speaks and authority for our comprehensive schedule of sports programs.

Send biography, background, tape and photo to Program Director,

WHAS, Louisville, Kentucky.

Programming-Production, Others

THIS COULD BE YOU!

Are you a Newsman with a nose for news? Can you gather, edit, and present the news with that indefinable quality of excitement and enthusiasm that separates the men from the boys? Maybe you're the one who, with the aid of our Newsmobile, can make local news sound the way it should—IMPORTANT!

You could be the Newsman whose salary would be commensurate with your experience and performance.

If you are this man—then a Top Eastern Independent — (24-hour operation — Number One in the Market)—WANTS YOU! WRITE!

BOX 239G, B•T

TELEVISION

Help Wanted

Sales

TV Salesman

To work for Northern New England's Leading Station. Two already on staff doing very well, but agree we are not nearly approaching potential of this fine market. Prefer New Englander who understands our temperament but not imperative. Right man will make 5 to 10 thousand on salary and commission.

All details your background and photo to L. T. Pitman, Exec. Manager, WCHS-TV, Portland 3, Maine. No phone inquiries.

Programming-Production, Others

OPPORTUNITY KNOCKS TWICE!

"Live in the Climate Capital of the World."

KTVR, Denver, Colorado, is looking for a top production manager plus an experienced time salesman. With both MGM and 20th Century-Fox features, Channel 2 is the fastest growing station in the market. This is a real opportunity for the right men. Send complete resume and picture to Hugh Ben LaRue, 550 Lincoln, Denver, Colorado.

Situations Wanted

Programming-Production, Others

TV STATIONS AGENCIES PUBLIC RELATIONS FIRMS

I'm looking for you,
if YOU are looking for . . .

- A young, Women's Director with six years TV, Radio experience . . .
- An attractive on-camera personality, who has documented proof of National Sales acceptance . . .
- A seasoned saleslady who has cooked-up casseroles AND successful campaigns . . .
- A diligent doer in community and publication relations, with a working knowledge of Radio, TV "front office" . . .
- A gal who is qualified for her next LAP (in the race to succeed) . . .

Full details immediately.
Personal interview at your convenience.
Box 351G, B•T

FOR SALE

Stations

HASKELL BLOOMBERG
Radio and Television
Business Broker
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LOWELL, MASSACHUSETTS
TELEPHONE GLENVIEW 8-5823

FOR SALE

Equipment

FOR SALE

1 Self supporting tower, galvanized, members bolted, 450 feet high 96 feet square at base, 26 feet square at top.

66 20 foot sections Andrews 3⅛ inch transmission line with teflon insulation, flanged at both ends.

2 Crouse-Hinds tower beacon lights.

8 Crouse-Hinds obstruction lights.

1 Crouse-Hinds flasher unit.

1 Silent hoist winch, model KE, 3 H.P. motor, 600 foot cable.

1 American blower size 222,-C2, filter chambers, 1½ H.P. motor.

1 General industrial blower, size 17, 2 H.P. motor.

1 Cole electric circuit breaker panel 625 volt 175 ampere, 125/250 volt 3 phase with the following breakers: 1 175 ampere; 1 150 ampere; 3 125 ampere; 3 60 ampere.

2 Westinghouse de-ion circuit breakers 250 volt 175 ampere, catalog DC-3222.

1 Western Electric custom audio console.

1 Lynn custom built mobile truck.

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1440 Broadway
New York, New York

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FOR THE RECORD

Continues from page 132

May 6-8: Annual meeting, Assn. of Canadian Advertisers, Royal York Hotel, Toronto, Ont.

May 13-15: Aeronautical and Navigational Electronics national conference, Dayton, Ohio.

May 15-17: Pennsylvania Assn. of Broadcasters, Hotel Bedford Springs, Bedford Springs.

May 15-17: Radio-Electronics-Tv Mfrs. Assn. convention, Sheraton Hotel, Chicago.

May 20-21: Wisconsin Broadcasters Assn., Hotel Plankinton, Milwaukee.

May 22-23: Kentucky Broadcasters Assn., Hotel Sheraton-Seelbach, Louisville.

BOXSCORE

STATUS of comparative hearing cases for new tv stations before FCC:

AWAITING FINAL DECISION: 8

(Figures in parentheses indicate dates oral arguments were held.)

Seattle, Wash., ch. 7 (12-17-56); Orlando, Fla., ch. 9 (6-19-56); Buffalo, N.Y., ch. 7 (9-24-56); Boston, Mass., ch. 5 (10-29-56); Biloxi, Miss., ch. 13 (12-18-56); Pittsburgh, Pa., ch. 11. San Francisco-Oakland, Calif., ch. 2 (3-11-57).

AWAITING ORAL ARGUMENT: 4

(Figures in parentheses indicate dates initial decisions were issued.)

Coos Bay, Ore., ch. 16 (7-20-56); Hatfield, Ind.-Owensboro, Ky., ch. 9 (2-18-57); Onondaga-Parma, Mich., ch. 10 (3-7-57); Toledo, Ohio, ch. 11 (3-21-57); Beaumont, Tex., ch. 6.

AWAITING INITIAL DECISION: 3

(Figures in parentheses indicate dates records were closed after hearings.)

McKeesport-Pittsburgh, Pa., ch. 4 (1-7-57). Ponce, P. R., ch. 7.

IN HEARING 5

Cheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3; Victoria, Tex., ch. 19; Lubbock, Tex., ch. 5; Sioux Falls, S. D., ch. 13.

IN COURT 6

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Miami, Fla., ch. 7; Wichita, Kan., ch. 3; Portsmouth, Va., ch. 10; Knoxville, Tenn., ch. 10; Miami, ch. 10; Supreme Court: Shreveport, La., ch. 12.

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Washington, D. C.—RE 7-0343

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RADIO CORPORATION of AMERICA

RCA Tmk(s) ®

Brainstorm

IN ALL details save one, the new programming venture announced by Sylvester L. (Pat) Weaver Jr. promises to grace the television art and gratify the viewing public.

The one flaw in his plan is the proposal to open educational stations to commercial operation.

To judge by his remarks in that connection last week, it is plain that Mr. Weaver does not understand the history or the purposes of the FCC's non-commercial, educational reservations.

These reservations were first made and applications for them have been granted on the explicit condition that educational stations would in no way compete in the advertising business. Because of the absence of rival applicants, educational institutions have been granted facilities on no more than a token showing of promised performance. They have been allowed to operate these stations with a haphazardness that would disqualify any commercial station licensee.

Meanwhile, of course, most commercial broadcasters have had to endure costly and extensive competitive hearings to obtain their franchises and, after going on the air, to operate under far more rigid standards than are enforced for the educational broadcasters.

If the FCC were to be persuaded now to permit educational stations to accept commercial business, no matter what its form, it would in effect be creating a favored class of broadcasters. To put the prospect another way, the educational broadcaster would have obtained a commercial license under false pretenses.

Mr. Weaver will not endear himself to his fellows in the commercial broadcasting field if he persists in his notion of giving the educational interests something they have not earned, do not deserve and, in many cases, have actually expressed a distaste for.

Soul-Searching and Wisdom

THE 35th annual convention of the NARTB in Chicago last week was largely devoid of controversy. There were no burning issues of the character that have animated many earlier conclaves and sent delegates home muttering about steam-rollers and "bossism." This year honeyed words came from all speakers and sweetness exuded almost everywhere.

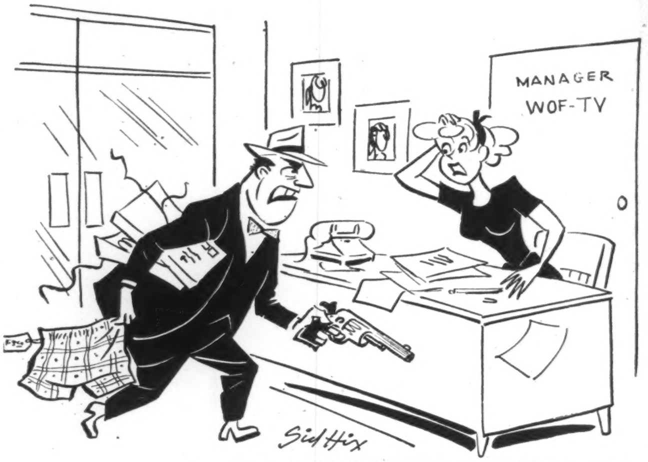
This may be a hopeful sign of stability after 35 years of spectacular, almost reckless development. Or it may be a dangerous sign of complacency—or hardening of the arteries.

Perhaps some of the speakers, because they were facing a nationwide audience over radio and tv, were disposed to pull their punches. Certainly they didn't talk shop over the air. The only session at which there was significant interchange came at the Wednesday FCC forum. It was worthwhile, but many important topics were untouched or glossed over.

Practically nothing was said about the half-dozen investigations of purported monopoly in broadcasting with FBI agents, FCC investigators, congressional committee minions and antitrust lawyers practically opening doors for one another in their dragnet coverage of Madison Ave. and in the investigations at stations on every conceivable aspect of doing business in broadcasting. The infamous "Blue Book" of 1946 that constitutes censorship by the back-door is still on the books as reflected in the as yet unchanged license renewal forms which call for programming percentages in antiquated categories and counting of commercial spots.

The new alliance between the FTC and the FCC that bodes censorship in an indirect but nevertheless lethal form was a debate topic. But despite the effort of FCC members to brush this off as simply the same thing that is now being done, we are unconvinced. There's a new informer on the beat, a bureaucratic informer monitoring advertising on the air and turning over his "evidence" to the prosecutor—the FCC.

Nothing was said about multiple ownership—an issue which has divided the FCC as sharply as any before it. There is no monopoly control in broadcasting today, what with four radio and three tv networks. But members of the FCC from time to time in their decisions have warned about the trend toward concentration of more and more major market facilities in the hands of fewer entities, mainly in television.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Who handles that program where you send in $3.98 for a pair of nylon seat covers?"

Ownership of seven tv stations—five vhfs and two uhfs—in the hands of a single entity is perfectly legal. It is the trend that is disturbing. Far-sighted broadcasters recognize this. Members of the FCC and of Congress talk about it. Networks are aware of it.

Take the first 50 markets. Conceivably, fewer than two dozen entities (including each of the networks) legally could own affiliates in each of these markets with five vhfs and two uhfs per company. That would mean each network, having its quota of seven stations, need affiliate with only six multiple owners having their full quotas to cover the first 50 markets.

Admittedly, this isn't likely to happen in the foreseeable future. But it could happen. It did in the motion picture field until Uncle Sam stepped in.

There was too little said about tv allocations and the persistent campaign to preempt low-band vhf space for military and non-broadcast use. Bland denials, based on lack of "official" confirmation, are not deluding thoughtful broadcasters, as was evidenced at the AMST sessions held in conjunction with the convention. The published statements of the top communications officers of Air Force and Navy, and the repeated testimony during the past few weeks of FCC Chairman McConnaughey and of his fellow-commissioners that low-band vhf is in jeopardy, cannot be expunged from the records or wished away.

Those subjects that were not on the agenda in Chicago last week are the ones that require soul-searching, self-appraisal and infinite wisdom.

Whose Airspace?

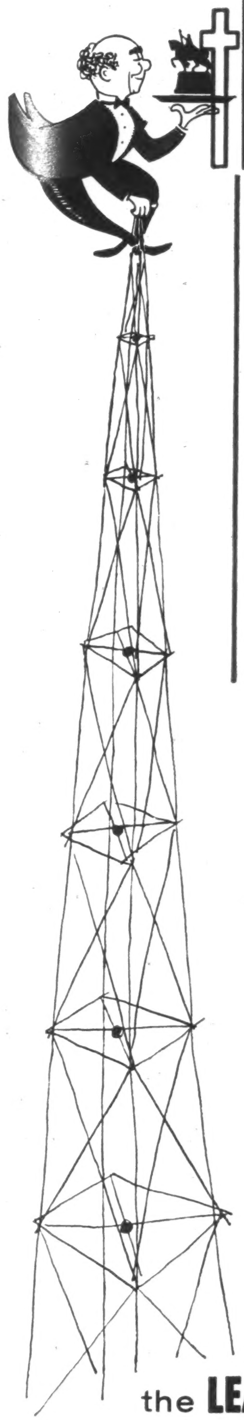
SINCE 1952, when the FCC devised a television system of "at least one television service to all parts of the United States," there has been a tug-of-war between tv broadcasters and aviation interests.

Basically the issues are simple: Aviation has felt that it is the prime, if not the sole, user of airspace and that anything higher than a caterpillar standing on its tail is a hazard to air navigation. This attitude is in direct conflict with tv's requirement for tall tv towers to render widest possible service.

Neither aviation nor tv has been fully satisfied with the compromises which necessarily have been made. There have been joint industry-government meetings and agreements, but the solution is still out of sight.

A possible new approach has been broached by WHAS-TV Louisville, which has been desperately searching for a place to put a new antenna. It has suggested to the FCC that since the Airspace Panel has refused to approve of the sites surveyed for the Louisville station's proposed 2,000 ft. tower, the FCC demand that the panel find a site from which WHAS-TV could serve Louisville and rural Kentuckians.

This seems to be a reasonable request. If Airspace can declare a tower hazardous to aviation, its concomitant responsibility is to find a place for a tv station to operate at maximum efficiency. This should satisfy television its public service obligations, and aviation its safety requirements.



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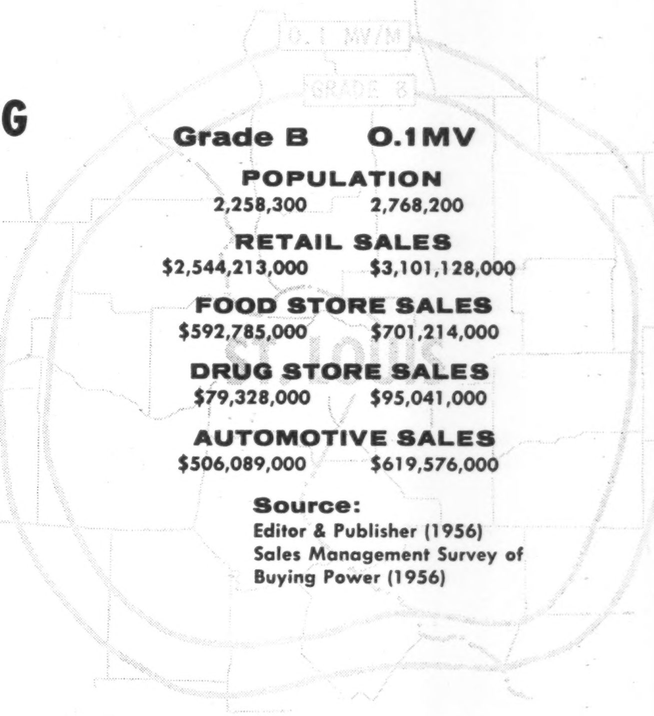

	Grade B	0.1MV
POPULATION	2,258,300	2,768,200
RETAIL SALES	$2,544,213,000	$3,101,128,000
FOOD STORE SALES	$592,785,000	$701,214,000
DRUG STORE SALES	$79,328,000	$95,041,000
AUTOMOTIVE SALES	$506,089,000	$619,576,000

Source:
Editor & Publisher (1956)
Sales Management Survey of Buying Power (1956)

Audience

ARB and Pulse Share-of-Audience figures prove KWK-TV audience domination in the market.

Personalities

KWK-TV daytime personalities dominate their time periods.

Promotion & Merchandising

Newspaper space—merchandising bulletin—magazine rack cards—taxi-posters—and many other efforts provide a "plus" for KWK-TV clients!

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